



# EIT Food Innovation Marketplace & Inauguration

## Welcome



Reading I 21-22 February 2018



EIT\_Food #IM18



## Welcome

Sir David Bell  
Vice-Chancellor University of Reading

Introduced By Andrew Carlin  
Director Co-Location Centre EIT Food North-West



EIT\_Food #IM18



## Introduction

Ellen de Brabander

Interim CEO EIT Food (2016 – 2018 January)

Margaret Bath

CEO EIT Food



EIT\_Food #IM18

# Agenda

## Wednesday 21st February

Royal Berkshire Conference Centre, Madejski Stadium, Reading, Berkshire, RG2 0FL

10.00 – 11.00	<b>Registration</b>		
11.00 – 11.15	<b>Welcome</b> Andrew Carlin, CLC Director North-West Sir David Bell, Vice-Chancellor, University of Reading		
11.15 – 13.30	<b>Plenary session</b> Introduction Highlights from 2018 projects Call 2019 information		
13:30 – 14:15	<b>Buffet lunch</b>		
14.15 – 18.00	<b>Innovation marketplace</b> (including call helpdesk)	14:15 – 15:15	Training on call for proposals 2019 in Intranet EIT Food plaza
		16.30 – 18.00	<b>Official inauguration*</b>
18.00 – 19.00	<b>Reception</b>		
19.00 – 22.00	<b>Dinner</b>		

\*all welcome

EIT Food Contact [jente.schoutens@eitfood.eu](mailto:jente.schoutens@eitfood.eu) - +32 484 72 48 14

# Agenda

## Thursday 22nd February

Royal Berkshire Conference Centre, Madejski Stadium, Reading, Berkshire, RG2 0FL

		08.30 – 09.30	RisingFoodStars PARTNER ASSEMBLY
09.30 – 12.30	<b>Innovation marketplace</b> (including call helpdesk)	09.30 – 11.30	General PARTNER ASSEMBLY
12.30 – 13.30	<b>Buffet lunch</b>		
13.30 – 18.00	<b>Innovation marketplace</b> (including call helpdesk)	13:30 – 14:30	Training on call for proposals 2019 in Intranet EIT Food plaza
		16:00	<b>Official closure</b>

EIT Food Contact [jente.schoutens@eitfood.eu](mailto:jente.schoutens@eitfood.eu) - +32 484 72 48 14

**Key for venues:** ■ Directors Lounge | ■ Windsor Lounge | ■ Princess Suite | ■ 1851 and Kennet

# Agenda



## Friday 23rd February

University of Reading, Whiteknights Campus, Reading, Berkshire, RG6 6UR

09.00 – 12.30	<b>Welcome</b> <b>Group meetings</b> (on invitation) Various meeting facilities	09.30 – 12.30	Research Showcase & Facility tours on campus
12.30 – 13.30	<b>Buffet lunch</b>		
13.30 – 15.00	<b>Group meetings</b> (on invitation) Various meeting facilities	13.30 – 15.00	Research Showcase & Facility tours on campus





## Highlights from 2018 projects

Project teams of

Thorsten König  
Maarten van der Kamp  
Benoit Buntinx  
Saskia Nuijten

Innovation  
Education  
Business Creation  
Communication



## Innovation project

Project: **My Yoghurt**

Elina Kytö

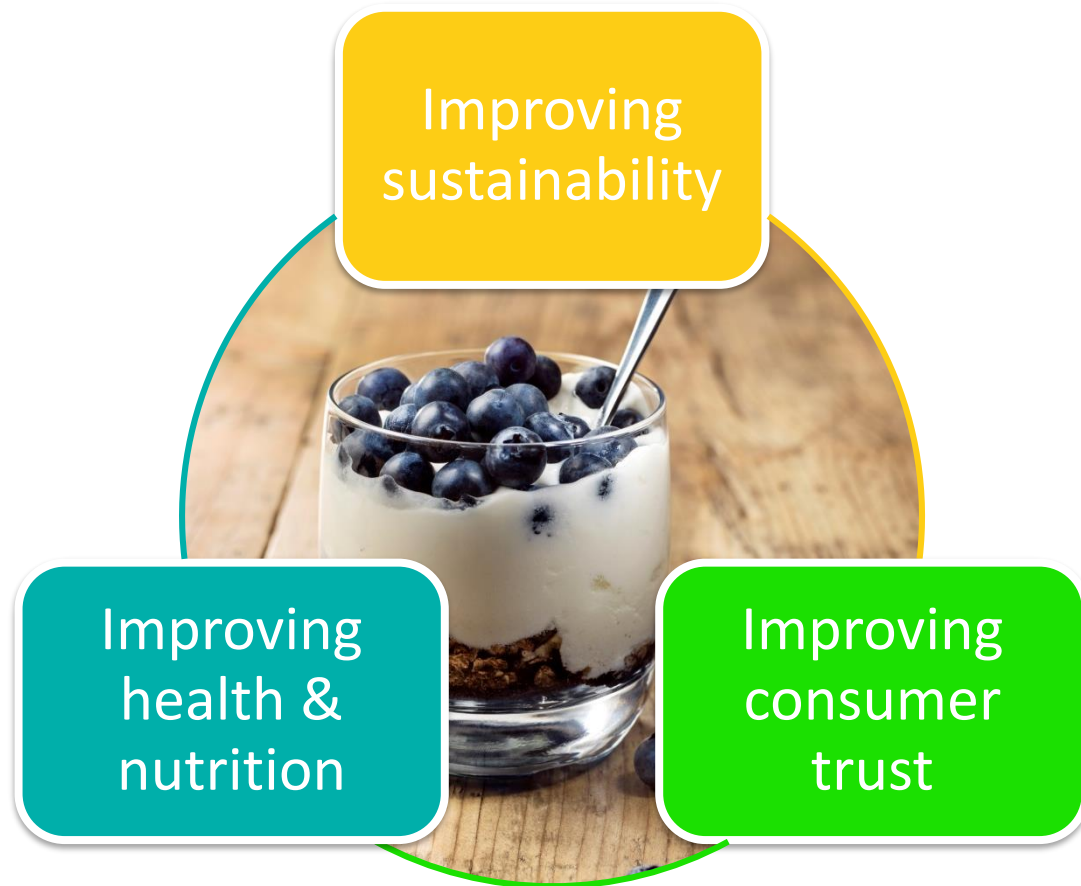
Valio



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# Answering to consumers' growing needs



# Utilizing food waste-fed insects

- METAMORPHOSIS focuses on turning organic waste streams into a valuable, next generation aquaculture feed ingredient.
- Increased shortage of sustainable protein for food and feed has called for new approaches
- Insects are very efficient in transforming organic wastes into sustainable nutrients, rich in proteins and fats.



# Sustainable aquaculture feed

- **Methods:**

- Development and analysis of functional insect meals ('FIM') produced with Entomics' bioprocessing platform
- Nutrition, safety and acceptance
- Verify its performance with aquaculture trials

- **This will result in:**

- a new EFSA feed additive application
- reduced impacts of food wastage and provide renewable nutrients for a growing sector.

Partners: Entomics, UK - MATIS, Iceland - IATA-CSIC, Spain



## Education projects

Project: **Winterschool**  
Shima Barakat (Cambridge)  
& Katrina Campbell (QUB)



# Entrepreneurship Winter School 2017

## Europe's Future Food System





# GOALS

understanding issues from international context

bringing so. to public

traceability from farm to market

Creative solutions to food waste

develop entrepren. skills

Methods of entrepreneurship

maximizing impact

Making friends

supply chain transparency

efficiency throughout the kitchen school

increase consumer awareness

delicious food

how to put things into action

considering risk

interdisciplinary perspective

Solving real-world problems

See problems globally

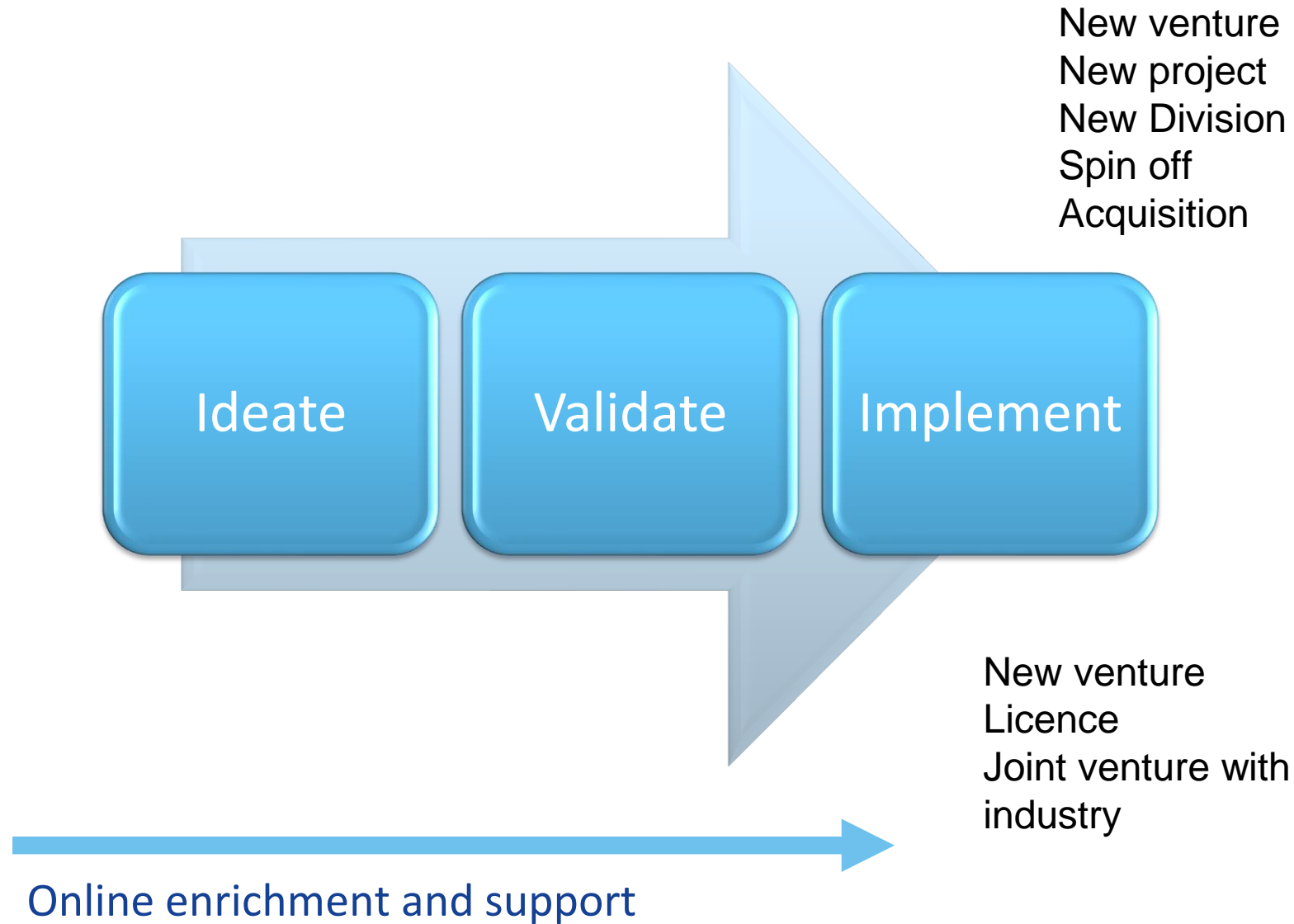
equality of food access

meaningful ways to use food waste

Making connections + connections

maintain

# Commercialisation and realising impact

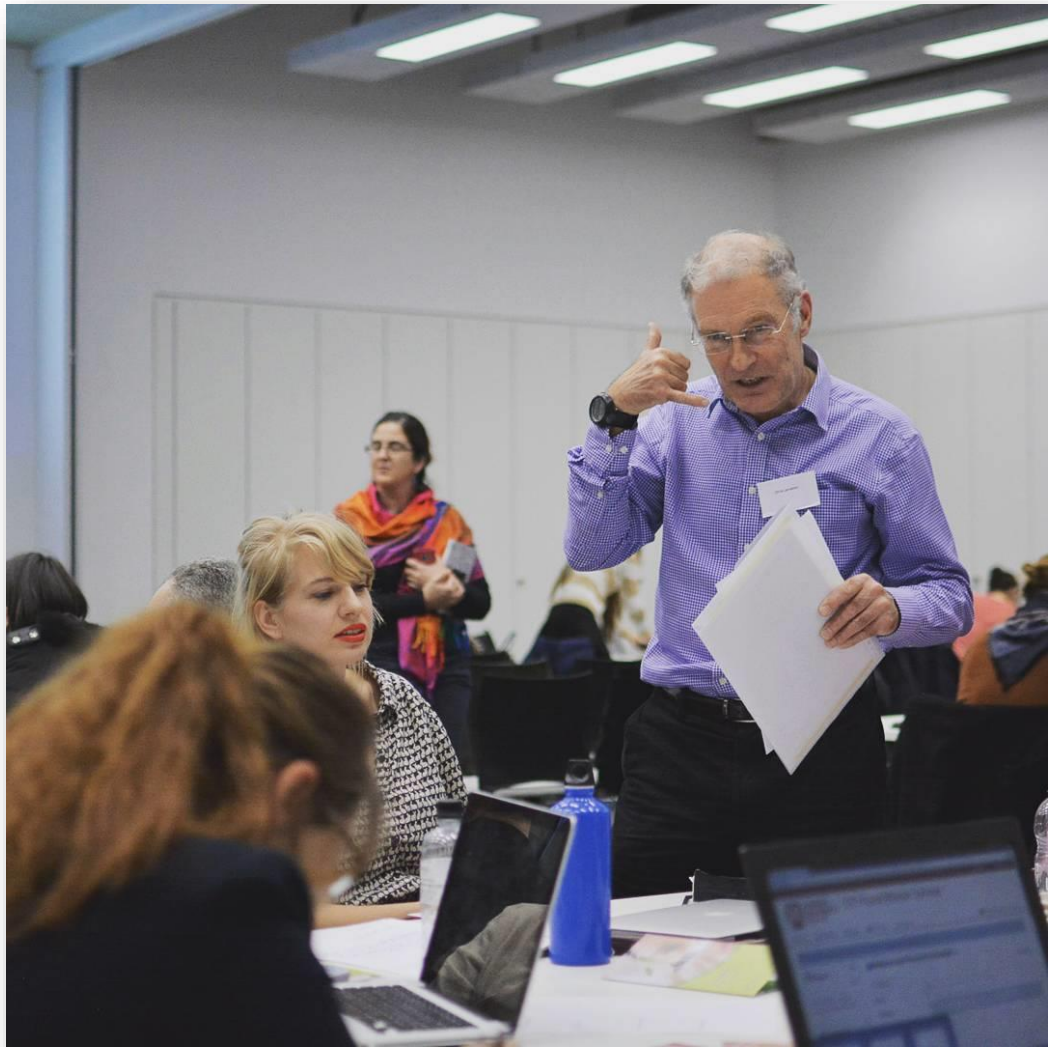


# Expert Lectures





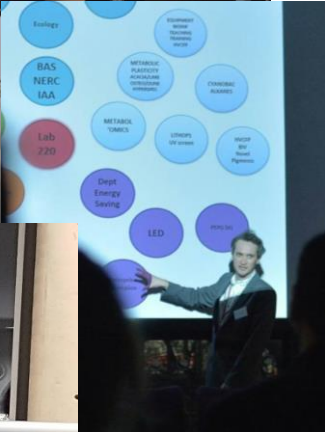
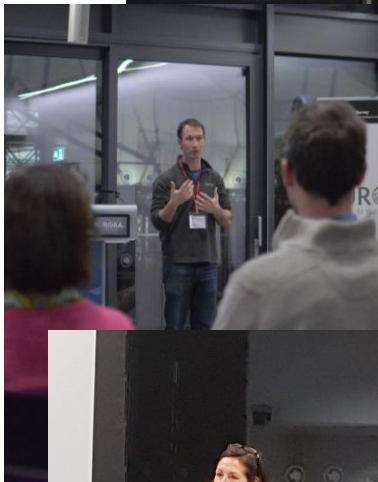
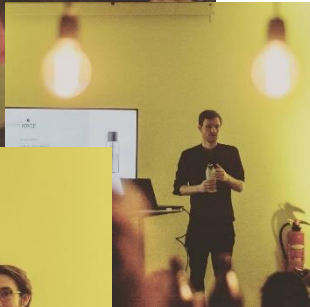
# Facilitated Workshops



# Corporate Engagement – PepsiCo partner



# Engaging with the entrepreneurs and RisingFoodStars



# Engagement with Food



# Expanding Horizons



Thank you





## Education projects

Project: **The Circular Food Generator Track**

Veerle Carlier

Colruyt Group

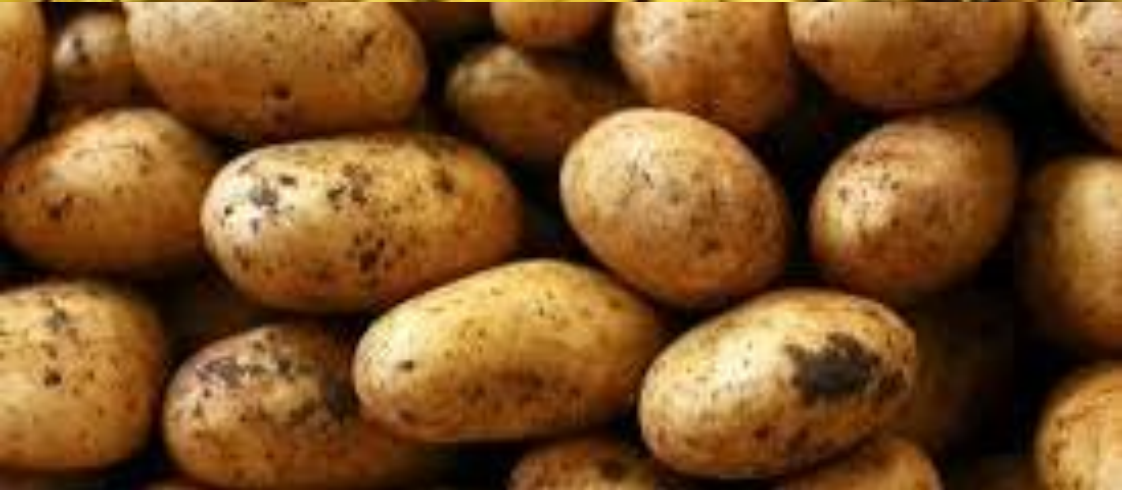




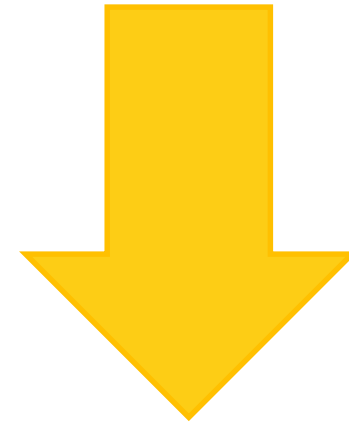
## Food Generator Track



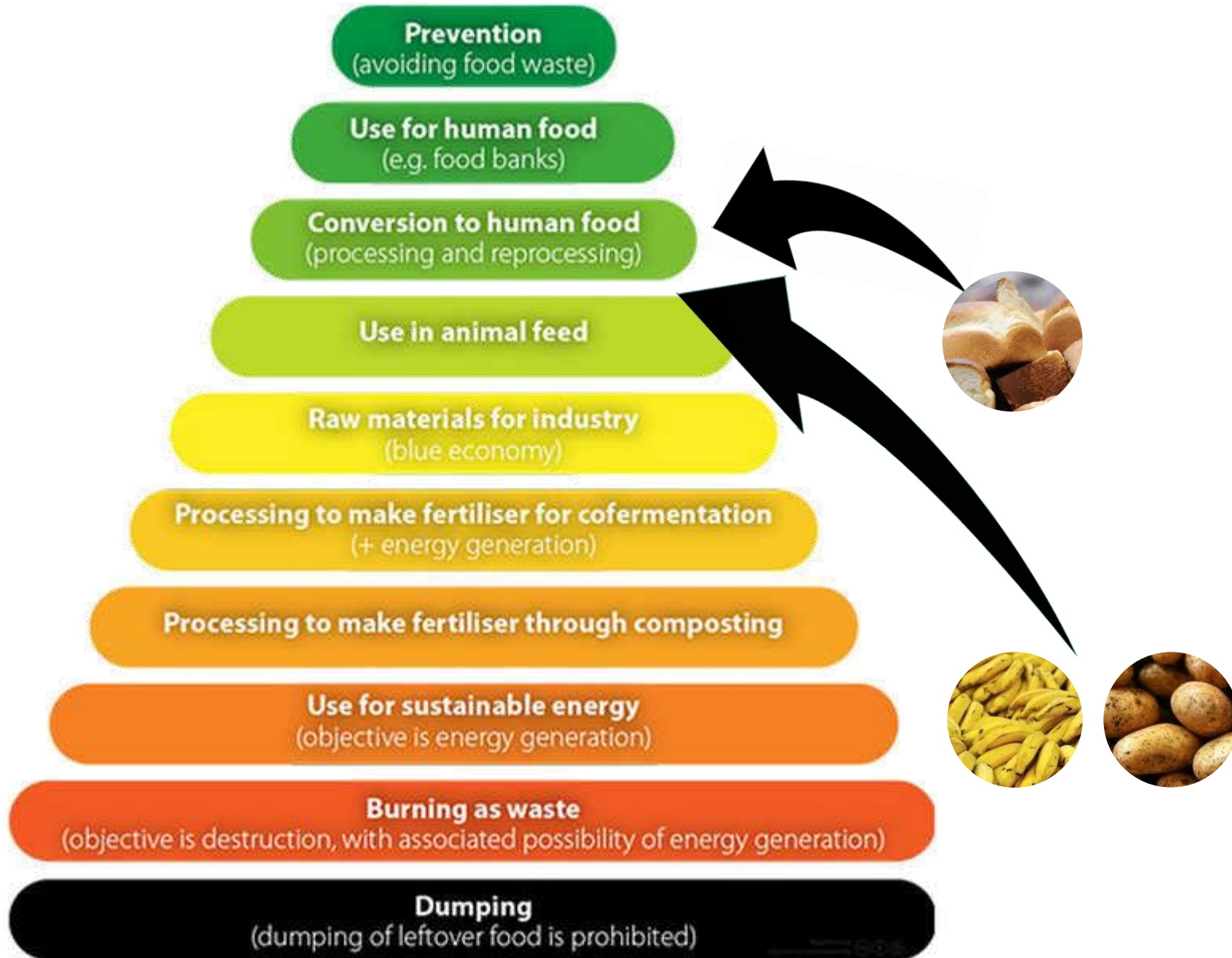




**Waste**



**Secondary  
raw materials**





## Goals:

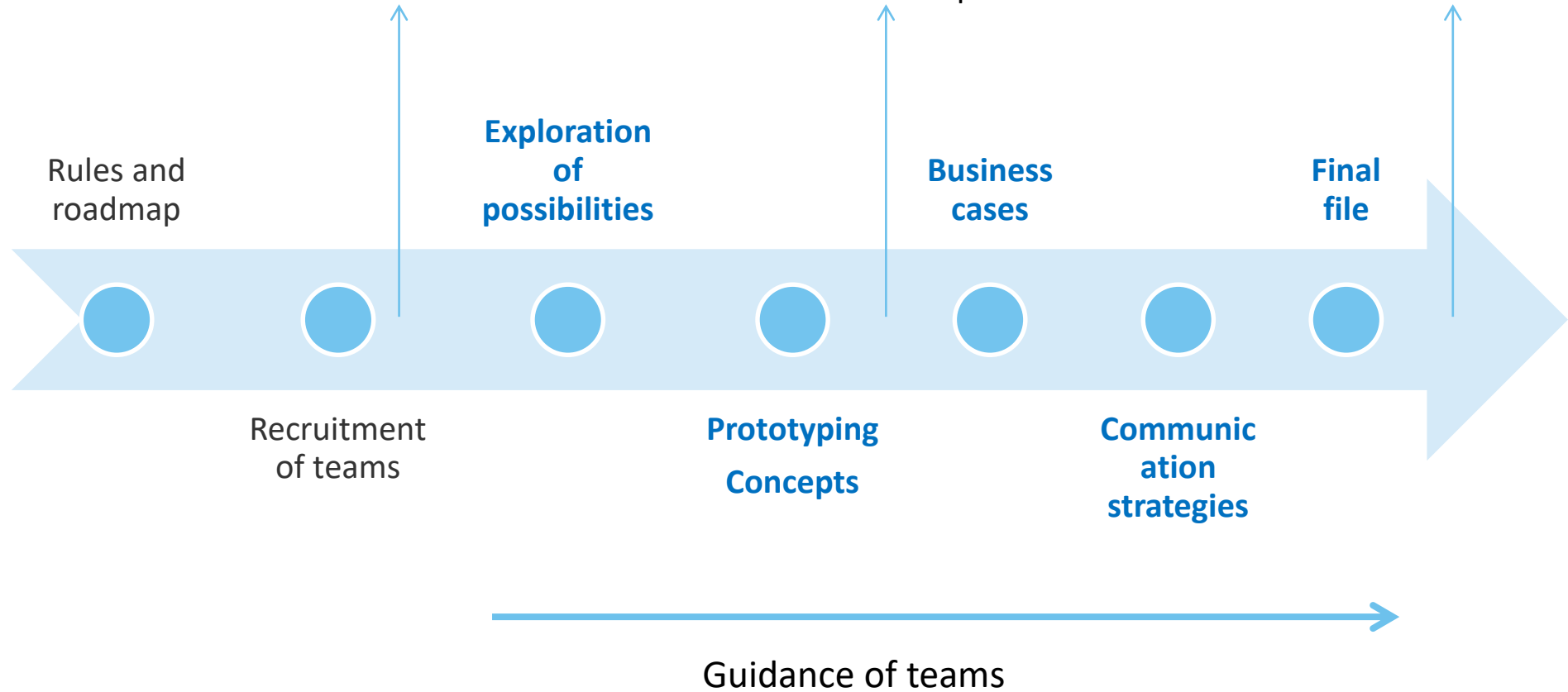
- develop new innovative food solutions with high commercial potential
- offer an exciting, intensive learning period for students
- work on a real case, with the opportunity to develop solutions that may lead to financial and sustainability benefits
- learn from experts in retail, food industry and marketing
- resulting in a nicely framed certificate for later job application



# KICK OFF MEETING

INTERMEDIATE MEETING  
26th and 27th of April 2018

FINAL EVENT  
27th of November 2018





## Business Creation project

Project: **EIT Food Accelerator Network (EIT FAN)**

Chris Thoen

Givaudan





# EIT Food Accelerator Network

A network of accelerators across Europe to drive food sector innovation and business growth



Equity Free  
Funding



Access Markets  
& Customers



World-Class  
Curriculum



Expert Mentors  
And Coaches



Collaborative  
Co-Working



Powered By  
MassChallenge



## Locations and Prizes

4 locations in 2018, with 10 start-ups per location, and €60,000 equity-free cash prizes for the best 3 start-ups





# Partners



azti) tecnalia |  **BOSCH** |  **BÜHLER** |  **DÖHLER**  
NATURAL FOOD & BEVERAGE INGREDIENTS

 **DSM**  
BRIGHT SCIENCE. BRIGHTER LIVING. |  **EPFL**  
ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE | **ETH zürich** | **Givaudan**

 **JOHN DEERE** |  **Nestlé** | **Research** |  **PEPSICO** |  **Puratos**  
Reliable partners in innovation

**SIEMENS** |  **Strauss** |  Technische Universität München |  **TUM** |  **TECHNION**  
Israel Institute of Technology |  **University of Reading**



# Application Now Open!

Go to <http://apply.masschallenge.org/eitfan2018> to apply for the programme, or to register as an expert mentor or judge

**MC**  
MASSCHALLENGE

## THE EIT FOOD ACCELERATOR NETWORK

★

Early Bird Deadline: March 1, 2018 at 7:00PM CET

The **EIT Food Accelerator Network with MassChallenge** is a multi-location accelerator that will support 40 high-impact food-space startups over a four month program. Selected startups will have access to a buffet of tools, connections, mentors and expertise to help them to succeed. At the end of the program, the best startups from all locations will be awarded €180,000 in equity-free cash prizes.

**Program Benefits**

Held in Germany, Israel, Switzerland, and the United Kingdom, the **EIT Food Accelerator Network with MassChallenge** will make Europe the go-to innovation hub for the world's most promising food space startups. At each location, start-ups will receive:

- The opportunity to win up to €180,000 in equity-free cash prizes
- Access to technology, pilot sites and international markets

**Early Bird Deadline: March 1, 2018 at 7:00PM**  
**Regular Deadline: March 28, 2018 at 7:00PM**

**APPLY NOW**

Questions? Email us at [contact@eitfan.org](mailto:contact@eitfan.org)

**About EIT Food**

European Institute of Innovation and Technology (EIT) Food is a pan-European consortium that focuses on entrepreneurship and innovation in





# Rising Food Stars

Business Creation project

Project: **RisingFoodStars**

Annick Verween

RFS Manager EIT Food



@AnnickVerween



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# RisingFoodStars

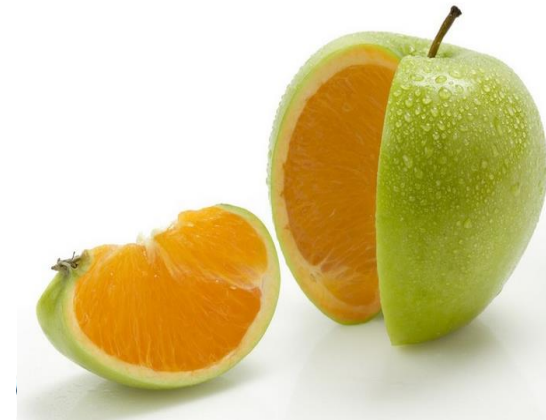


## EIT Food partners have...

- Means
- Ambition
- People
- Facilities

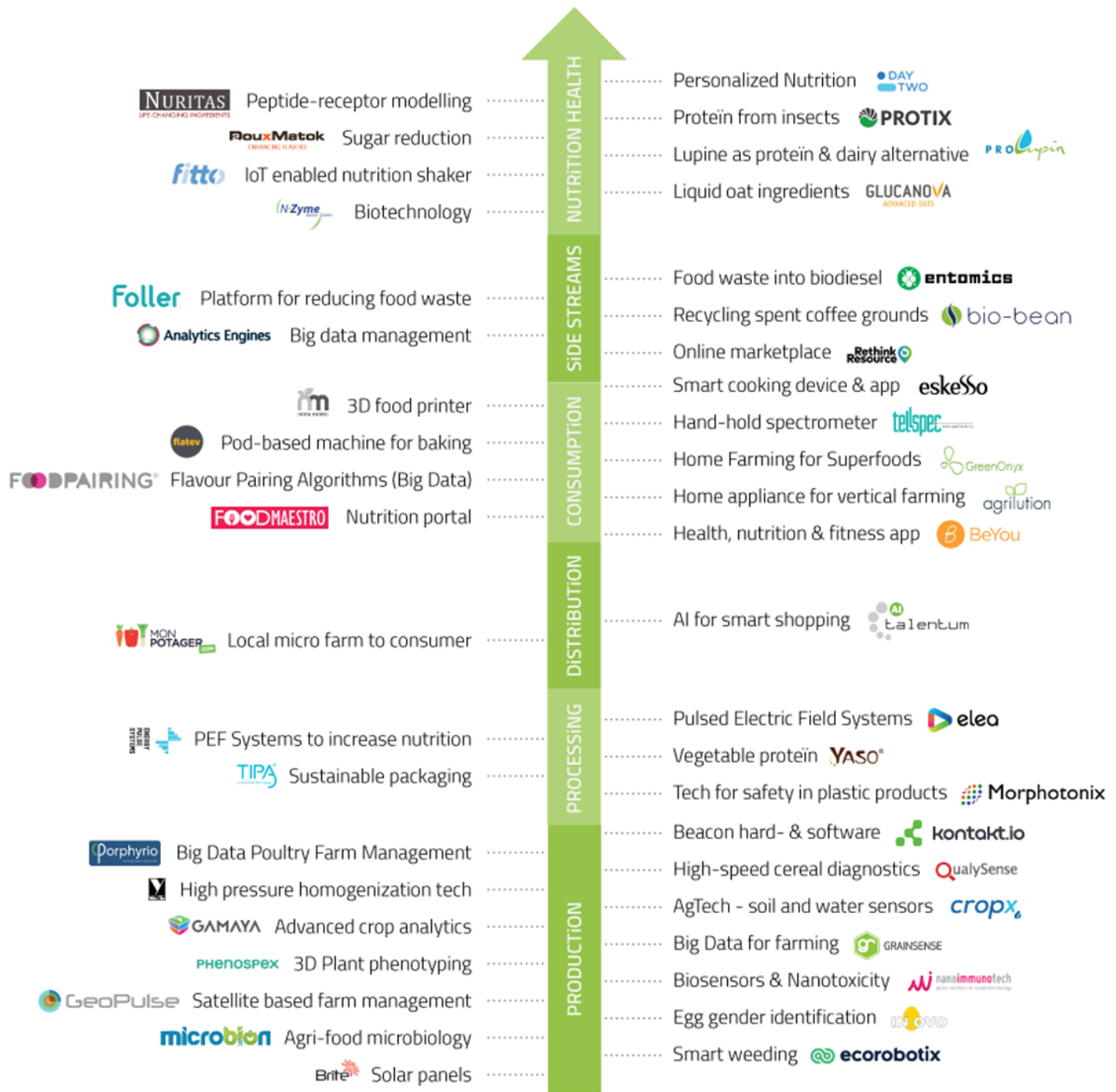
## But don't have...

- Agility
- Ground-breaking innovations
- Bright, out of box ideas



**THE LEAN  
STARTUP**





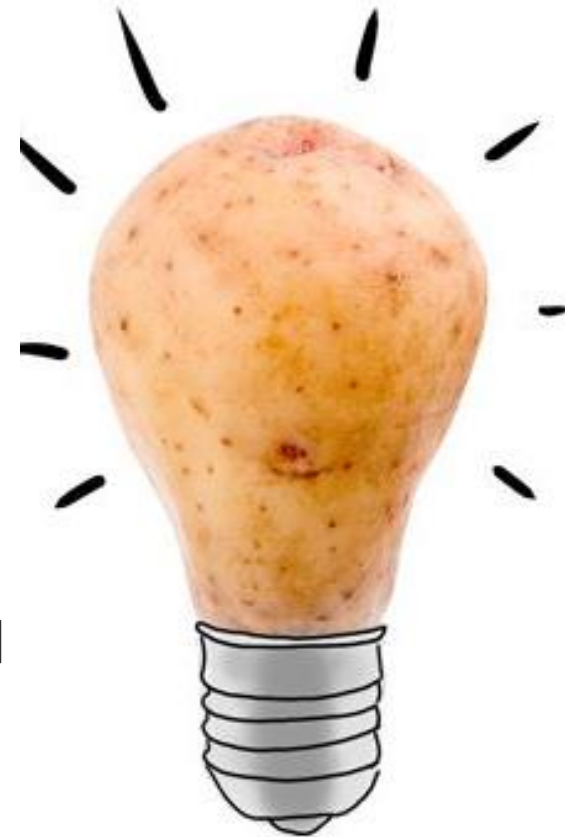
## What's in it for you?

- **Partner**

- Contacts
- Collaboration opportunity
- Investment opportunity

- **Start-up**

- International context
- Access to (1) network, (2) knowledge and technology, (3) market and (4) finance
- Innovation support





## Business Creation project

Project: Foodsparks™

Benoit Buntinx

Director Business Creation EIT Food



## 1. Goal

- A Seed & Early-Stage Fund dedicated to creating sizeable value by building world class new companies in the agri-food sector. FoodSparks invests at the most promising value creation phase: from Seed-2-Growth
- Cornerstone of EIT Food holistic approach in Business Creation

## 2. Characteristics of FoodSparks

- A 10-year investment vehicle with a 7-year investment and follow-on period
- Owned by EIT Food and investing EIT Food partners / professionally managed
- A € 15 - 17 mio targeted commitment (first closing)
- Creating a portfolio of 12-20 companies with a max. of € 1.5 mio / investment
- Management costs supported by EIT funding
- Investors funds are fully invested
- Net investments proceeds shared in a preferred way with EIT Food ivzw







### 3. Focus

- All breakthrough technologies with market applications in the agri-food sector
- Support new start-ups throughout Europe within the strategic areas defined by its Advisory Board (investors)
- Collaborate actively with existing Seed and VC funds in Europe

### 4. Next steps

- Finalize the structure with the legal advisers in accordance with the EIT strategic agenda and EU rules
- Reach out to the committed partners to fine tune and validate FoodSparks
- Create the holding company and start working on the deal flow




## Communication projects

Project: **MyFoodPortal**

Daive Carrino

EUFIC



A yellow fire hydrant is shown on the left side of the image, with a powerful stream of water spraying from its side towards the right. The background is solid black, which makes the yellow hydrant and the white water stand out. The water stream is wide and has a textured, bubbly appearance.

Getting information off the  
Internet is like taking a  
drink from a fire hydrant.

Mitchell Kapor

# The world we live in now



- David “Avocado” Wolfe

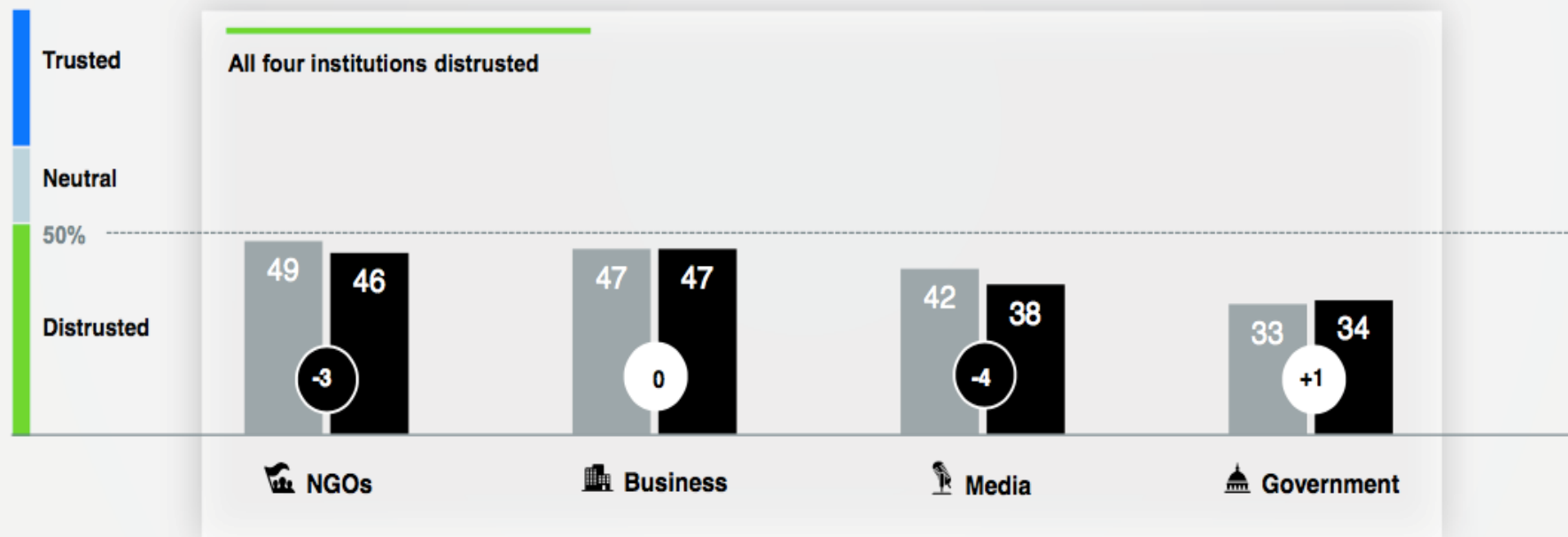
“The **rock star** and **Indiana Jones** of the superfoods and longevity universe. The world’s **top CEOs, ambassadors, celebrities, athletes, artists,** and the real **superheroes** of this planet—**Moms**—all look to David for **expert advice** in health, beauty, herbalism, nutrition, and chocolate!”

# Trust is low



Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017

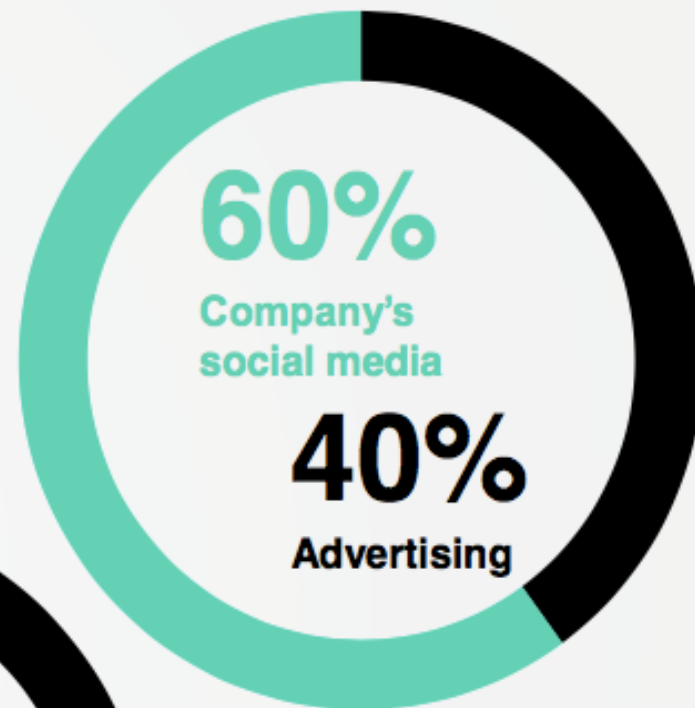
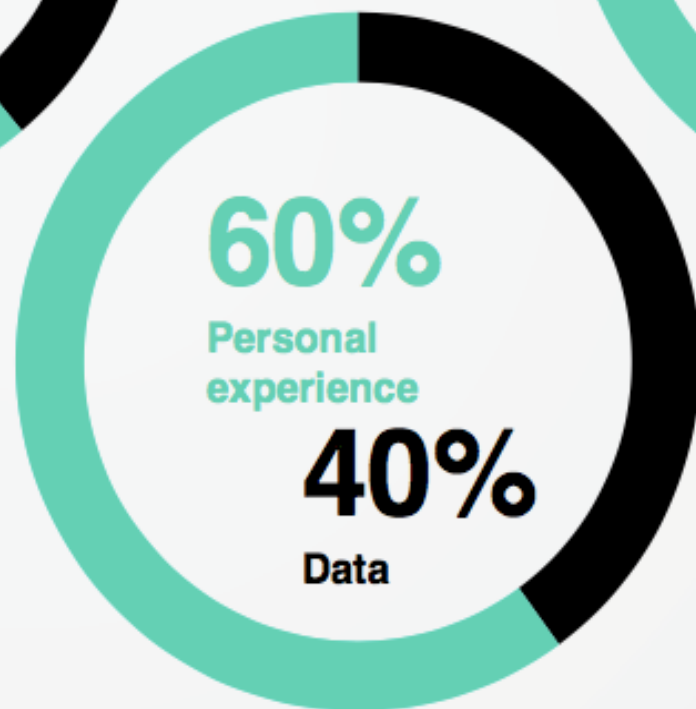
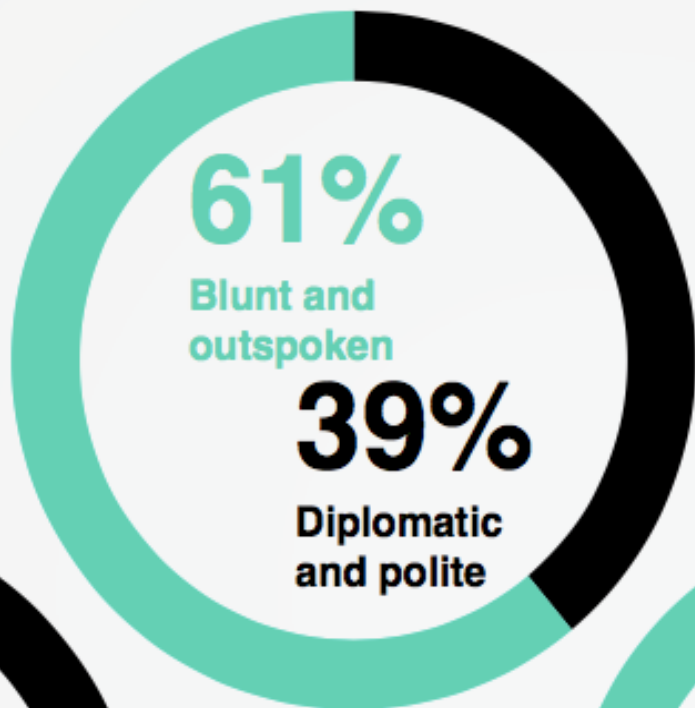
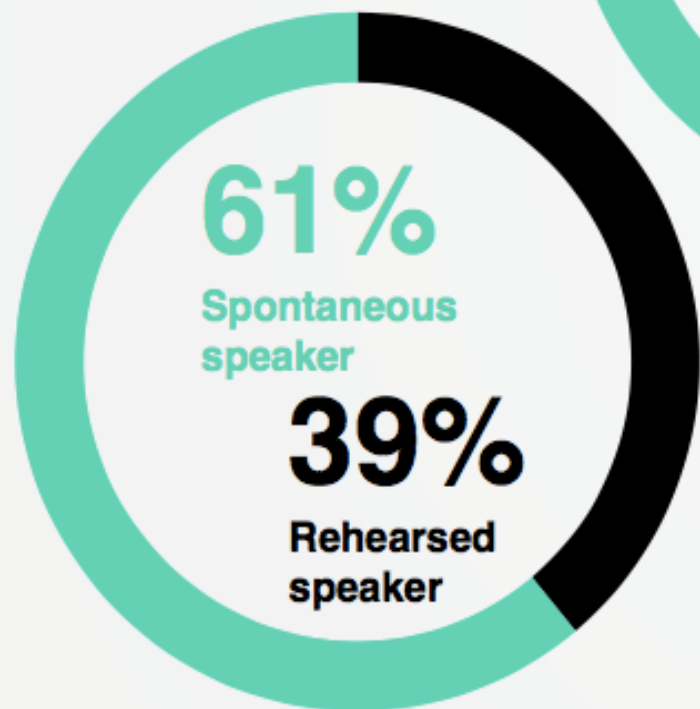
2016 2017



Source: 2017 Edelman Trust Barometer. Q11-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, European Union.

# Talk With, Not At

Which is more believable?



Source: 2017 Edelman Trust Barometer. Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given--the one that is most likely to be true most often. General Population, European Union, choices shown to half the sample.

BuzzFeed

WebMD

LOL

Wtf

omg



# “10 reasons why food technology helps the environment”

15 ways you can lessen your environmental impact without changing your diet

Please sign in.



or

Email

e.g. john@company.com



**Rhie Heysse** · Organizer at Pennsylvania Democratic Party

Just a suggestion for future articles to be more inclusive: Perhaps say something like "If you are physically able, don't buy precut veggies/fruits/cheese". For people with certain kinds of disabilities, it's not just "a few minutes" to cut things up. It's a repetitive task that takes a toll, and takes a while, and causes a lot of pain. Pre-cut vegs/fruits/cheese have been a godsend for certain people, basically.

And before someone says it: It doesn't matter if that is why companies decided to make these convenience items or not. In the end, it makes disabled people's lives better. Just like kindle, just like instacart. It's actually a GOOD thing for companies to be inclusive without trying.

Like · Reply · 101 · 3d



**Manda Lynn Adams** · Pastor at First Community Church UCC Dallas

Yes! Pre-cut fruits and veggies allow me to eat healthier without flaring up my arthritis.

Like · Reply · 29 · 3d



**Angela Nestico**

That would defeat the purpose of the list.

Like · Reply · 15 · 2d



**Cherie Perryn** · Intervention Facilitator at Polk County Public Schools

I agree!! I have horrible carpel tunnel. Already have had surgery, but it was not successful. So buying pre-cut vegetables is a life saver for me!

Like · Reply · 8 · 2d



## Key messages

- Innovation
- Solutions (through co-creation)
- Honesty and transparency
- Good, quality, factual information users can trust with a personal voice

## Functions

- Engagement
- Entertainment
- Information
- Education







## Aim of MyFoodPortal

Engaging citizens as enthusiastic change agents through:

- Consumer collaboration platform
- Two-way community: dialogue between academia, industry and consumers is at the core
- A place to interact and learn about a healthy lifestyle and sustainable choices in the context of new technologies
- A place for start-ups and industry to gain feedback, co-create and explore innovation drivers

## Some key findings

- People are unfamiliar with food technologies, they evoke negative connotations and feelings of unnaturalness.
- Trust in food technologies can be increased by emphasising benefits and safety, and through the use of trusted [personal] voices.
- People are more willing to trust when transparency and social responsibility are demonstrated.
- People don't visit specific websites apart from news sites. They search for things they are interested in or scared of or they get their content from social media feeds.
- The most successful online platforms are: personal, relevant, simple and easy-to-use, visual, contain expert verified facts, word-of-mouth marketing, linked to social media

2018

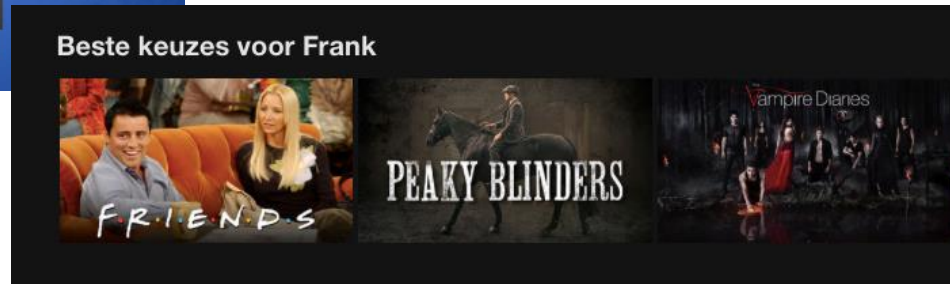
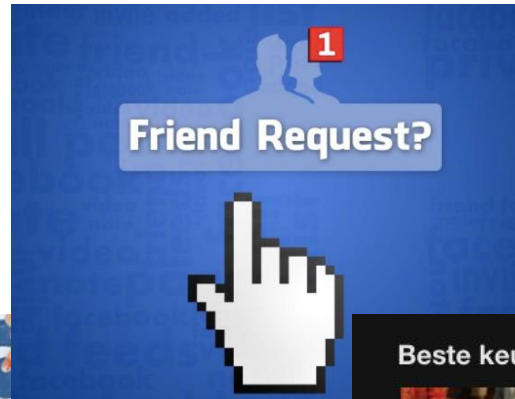


2019



2019

# SOCIAL MEDIA





# 1. Partner Content Creation



- Make a short video (30 seconds – 1.5 min)
  - How [your] food is made, Why are you innovative?, new processes, health benefits or sustainability of a new technology.....
- We do not accept:
  - Product advertising, corporate promotion, corporate videos
- This is a chance to show yourself and your social responsibility commitments which increases **trust**
- **Deadline:** 31 August 2018
- **Contact:** Sofia Kuhn ([sofia.kuhn@eufic.org](mailto:sofia.kuhn@eufic.org)) for editorial guidelines before starting



## 2. Submit a project proposal

### Criteria

- Added-value
- Interactive and entertaining
- For the general public

### What?

- Visual content
- Apps
- Games
- Surveys/polls
- Campaigns





# Thank You

For more information contact:  
[sofia.kuhn@eufic.org](mailto:sofia.kuhn@eufic.org)



EIT Food is supported by the EIT  
a body of the European Union

## Call information

Lieven Tack

Thorsten König  
Functional directors  
All

Monitoring cycle 2018  
and call process 2019  
Grand Challenges  
Goals for projects in the call  
Q&A



# Monitoring cycle 2018 and call process 2019

Lieven Tack  
COO EIT Food

# Phases of Call for Proposals 2019



- **Pre-call:**

- Partner consortia define outline proposals
- Runs from 19 February 2018 till 21 March 2018
- Information required:
  - Title, lead partner and consortium description
  - Summary of proposal
  - Work plan and KPI target values
  - Estimated costs and contribution to sustainability
- Experts issue (by 20 April 2018) recommendation to go ahead or not:
  - “Proceed” = develop further for final call
  - “Don’t proceed” = do not develop further (low probability to pass in final call)

# Phases of Call for Proposals 2019



- **Final call:**

- Selected proposers develop **full proposals**
- Proposals not **submitted for pre-call** cannot be submitted for final call
- Runs from **23 April 2018** till **6 June 2018**
- **Information** required in addition to pre-call:
  - Detailed budget 2019
  - Activity and tasks to be broken down in cost items and explanations
  - Funding request and KCAs
  - Return on investment and contribution to sustainability
- **Decision** on selected proposals and feedback by **31 July 2018**

## Activity areas

- **Innovation**
- **Business creation**
- **Education**
- **Communication**
- **Regional Innovation Scheme** (RIS, 13 target countries)
- **Grand Challenges**



# Scope of proposals

- Include **roadmap** for implementation of results, risks and management
- Define **output and impact**:
  - Link deliverables to Strategic Objective(s)
  - Indicate added value and business and societal impact
- Demonstrate reason for **success**
- Detail **next steps of implementation** beyond project duration:
  - Commercialisation
  - Scale-up
  - Dissemination
  - Etc.
- **2018 activities** for 2019 must be submitted (including 1 June 2018 milestones)

# Organisation of proposals

- Strong partner **consortium** and **commitment**
- One partner organisation takes the **lead partner role** (Activity Leader)
- **European dimension** involving:
  - Multiple CLCs
  - Multiple partners (both science and industry)
  - Multiple areas of food system
- Activity **duration**:
  - One year
  - Multi-annual proposals (exceptional) & undergo annual review and approval
- **RIS** proposals undergo standard review procedure (with RIS eligibility check)
- Proposals are entered via online submission tool **Plaza**





# Assessment of proposals

1. Match with and contribution to **Strategic Objectives**
2. Contribution to **Strategic Agenda** of at least one of functional pillars
3. Innovation and **valorisation** and potential of underlying technology
4. **Consumer-centricity** and co-creation
5. Added value, contribution to EIT core **KPIs** and KIC specific KPIs and **impact**
6. Overall **attractiveness**, **technical feasibility** and **business viability**
7. Quality and feasibility of **activity plan** (budget, tasks, deliverables, schedule)
8. Partner **commitment** and **European dimension**
9. **SME** and **start-up** involvement
10. Return on investment and contribution to **sustainability**



# Classification in Business Plan 2019



- Three levels:
  - “A” = good chance to be included in Business Plan (even medium budget)
  - “B” = risk to be excluded if budget is lower than expected
  - “C” = normally budget increases needed to be included
- Eligibility of costs is crucial - all cost aspects must be fully in line with:
  - H2020 financing rules
  - Framework Partnership Agreement
  - Specific Grant Agreement
  - EIT requirements and guidelines

# Financial sustainability

- EIT Food wants to become more and more **independent** from EIT
- Achieving financial sustainability is **gradual and long-term process**
- Projects with **financial return on investment** (next to impact) are preferred
- **Examples:**
  - Revenue sharing of product/service sales
  - Sharing of IP licensing revenues
  - Equity in start-ups
  - Tuition fees for education
  - Etc.
- Sustainability proposals will be turned into a **formal agreement**
- In subsequent years, financial contribution will become **mandatory**

**Thanks!**

*Contact:*

[CfPsupport@eitfood.eu](mailto:CfPsupport@eitfood.eu)



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## Grand Challenges

Thorsten König  
Innovation Director EIT Food

# Why “Grand Challenges”

## EIT Food’s Ambition: Transformation of the current Food System in Europe

We are committed to deliver tangible impact for

- Industry
- Society
- Consumers



**400**

number of graduates



**86**

number of start-ups created\*



**398**

number of products, services and processes launched on the market



**285,000**

number of participants in education programmes



**533**

Number of start-ups supported by the KIC



**65**

number of patent applications filed



**147,000**

Consumers participating in the Trust Barometer



**191,6€m**

Investment attracted by start-ups supported by the KIC



**1655**

External participants in EIT Food RIS programmes\*\*

# What are “Grand Challenges”

EIT Food Strategic Objectives (SO) to focus our efforts

## Grand Challenges

ONE key focus area for each SO  
Stimulating project proposals:

- ambitious, high impact
- systemic, holistic solution
- collaboration is essential
- multi-year approach
- separate budget reserved

- SO 1: Overcome low consumer trust
- SO 2: Create consumer-valued food for healthier nutrition
- SO 3: Build a consumer-centric connected food system
- SO 4: Enhance sustainability through resource stewardship
- SO 5: Educate to engage, innovate and advance
- SO 6: Catalyse food entrepreneurship and innovation

# Design of Grand Challenges





# Grand Challenges

**SO 1:** Overcome low consumer trust & enhance transparency

**“Can we build business models which monetise transparency & other trust factors”**

**SO 2:** Distorted nutritional habits: Create consumer-valued food for healthier nutrition

**“Developing systems to provide personalised food solutions for healthier living and addressing known health risks”**

**SO 3:** Fragmented supply chain - Build a consumer-centric connected food system

**“Understand and develop the supply chain to deliver Fair and Healthy products and services for the consumer”**

# Grand Challenges

**SO 4:** Enhance sustainability through resource stewardship

**“Transforming efficiency in primary food production”**

**SO 5:** Skills gap: Educate to engage, innovate and advance

**“Educating the next generation through participative learning for an engaging food system”**

**SO 6:** Limited entrepreneurial culture - Catalyse food entrepreneurship and innovation

**“Value Chain: keep it smart & simple”**

# Framework

- Leveraging initiatives already “in flight”
- Clear Roadmap and Implementation Plan
- Delivering tangible results
- Including at least 2 functional pillars
- Duration up-to 3 years (with annual go / no-go decision)
- EIT Funding 2018: EUR 1M per Grand Challenge

# Contacts

- SO 1: Saskia Nuijten [saskia.nuijten@eitfood.eu](mailto:saskia.nuijten@eitfood.eu)
- SO 2: Thorsten König [thorsten.koenig@eitfood.eu](mailto:thorsten.koenig@eitfood.eu)
- SO 3: Stephane Durand [s.durand@qub.ac.uk](mailto:s.durand@qub.ac.uk)
- SO 4: Peter Jens [pjens@koppert.nl](mailto:pjens@koppert.nl)
- SO 5: Maarten van der Kamp [maarten.vanderkamp@eitfood.eu](mailto:maarten.vanderkamp@eitfood.eu)
- SO 6: Benoit Buntinx [benoit.buntinx@eitfood.eu](mailto:benoit.buntinx@eitfood.eu)

**Meet these GC contacts:** today 15h30 – 16h in the **small green room (kennet)**



## Goals for 2018

### Innovation projects

Thorsten König  
Innovation Director EIT Food

# EIT Food Innovation programmes



EIT Food Assistant

Empower consumers to self-monitor lifestyle and health performance and enable informed healthier decisions and sustainable consumption habits



Your Fork2Farm

Consumer-centric “fork-to-farm” approaches to deliver personalised healthy food at economies-of-scale associated with mass production



The Web of Food

Digitalisation of the food system to boost a demand-driven, resource-efficient food production and build trust by increasing traceability and auditability of food quality, safety and authenticity



The Zero Waste Agenda

Transforming today’s linear “produce-use-dispose” model into a circular bio-economy centered around the consumer



# Innovation Activities 2018



- 230 ideas → 65 pre-call proposals → 43 Innovation Proposals



**EIT Food Assistant**

BP 2018: 3



**Your Fork2Farm**

10



**The Web of food**

7

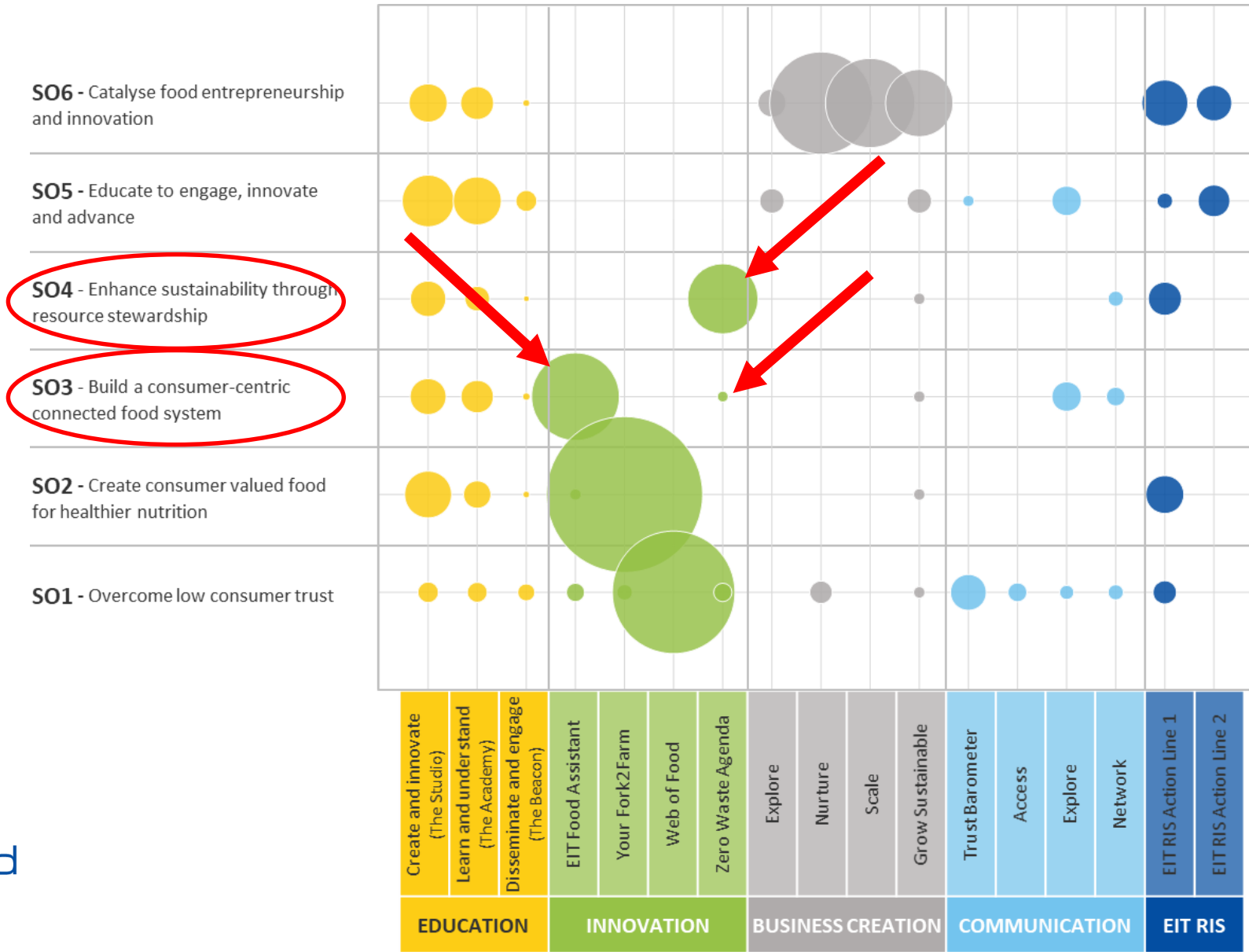


**The Zero Waste agenda**

3

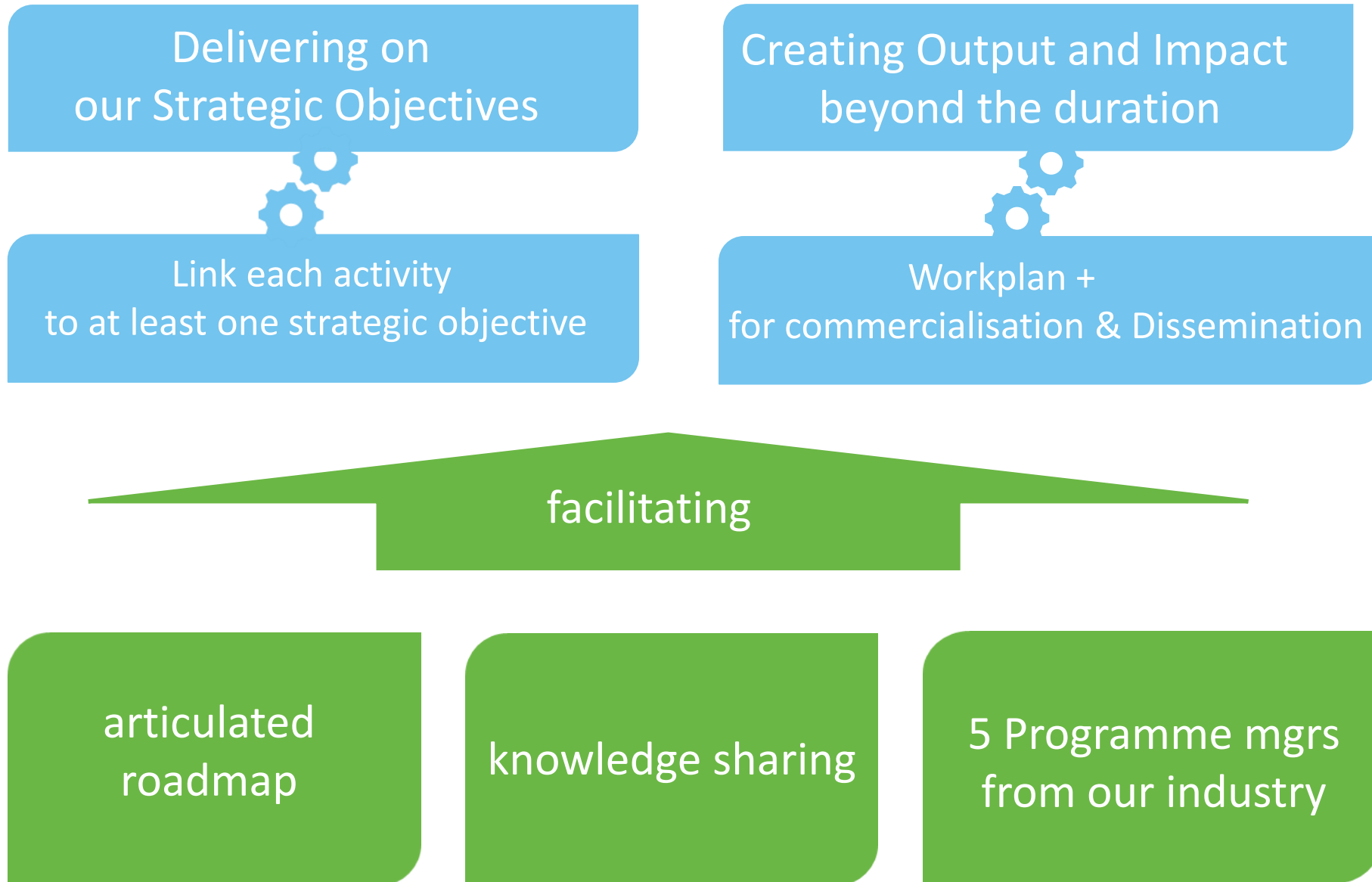
EIT Funding	EIT Funding	CO-FUNDING	TOTAL KAVA	KCA
11,119,702 €	41.8%	5,208,504 €	16.408.206 €	52,374,951 €

# Towards an Impactful Portfolio





# Towards an Impactful Portfolio





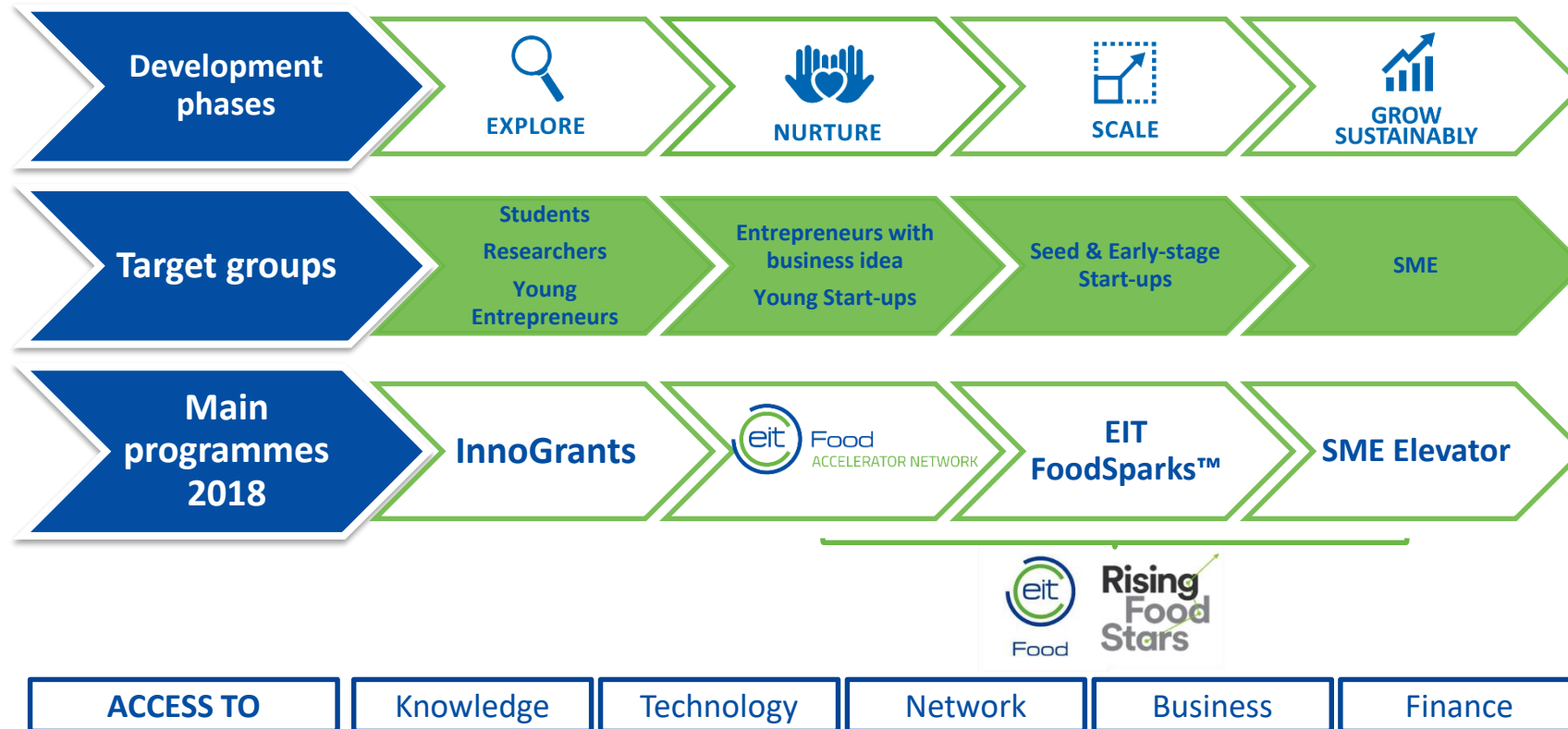
Goals for 2018

Business Creation projects

Benoit Buntinx

Business Creation Director EIT Food

# Value chain of Business Creation

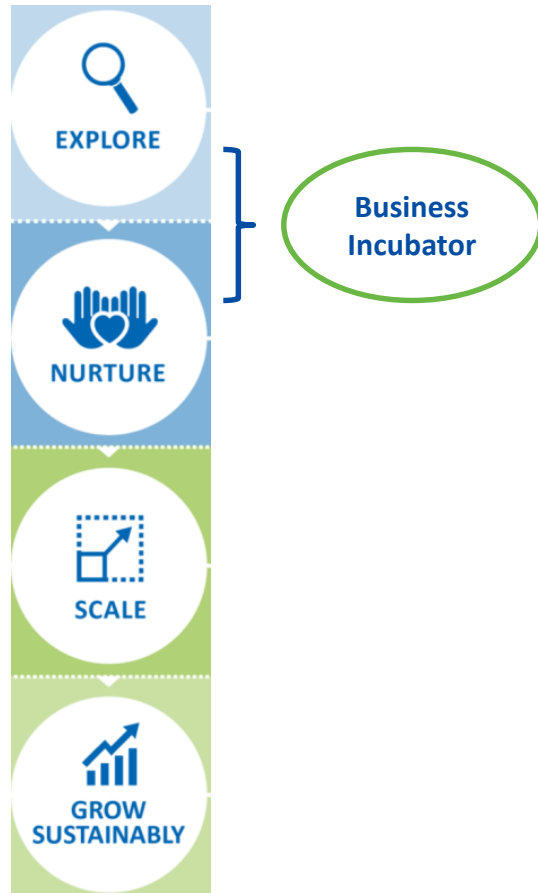


# Towards an Impactful Portfolio





# Call for Business Creation projects 2019



We are calling for Business Incubation activities that:

- ensure continuity between the entrepreneurship-related activities in Education and the EIT Food Accelerator Network,
- build on a multi-dimensional action plan that considers technology maturation, business modeling and training / people management,
- are executed within at least 2 CLC's,
- strongly involve partners from academia and industry in a collaborative way,
- are implemented, further developed and scaled in close collaboration with EIT Food Business Creation team from 2019 onwards.



# Goals for 2018

## Communication projects

Saskia Nuijten  
Communication Director EIT Food



# Communication programmes

Access

Make **information available and accessible** to large consumer groups

Explore

Increase public knowledge/interest in food by **providing opportunities to experience**

Network

Build a **strong global professional stakeholder network** around EIT Food and its partners



# Citizens / Consumers centricity: our 2018 activities



## Call

- **Don't be a food waster:** consumer campaign (plan)
- **EIT Food School network:** improve eating habits and reduce food waste of school children
- **Games of Food:** increase knowledge of a balanced nutrition
- **Food ambassadors programme:** influencer marketing
- **Cultivating engagement:** citizen participation forum on vertical farming

## Non-call

- **TrustBarometer:** measure influencers and outcomes of trust over time
- **MyFoodPortal:** online consumer collaboration forum
- **Citizen participation forum on trust:** citizen event in several European countries



# Towards an impactful portfolio

**SO6** - Catalyse food entrepreneurship and innovation

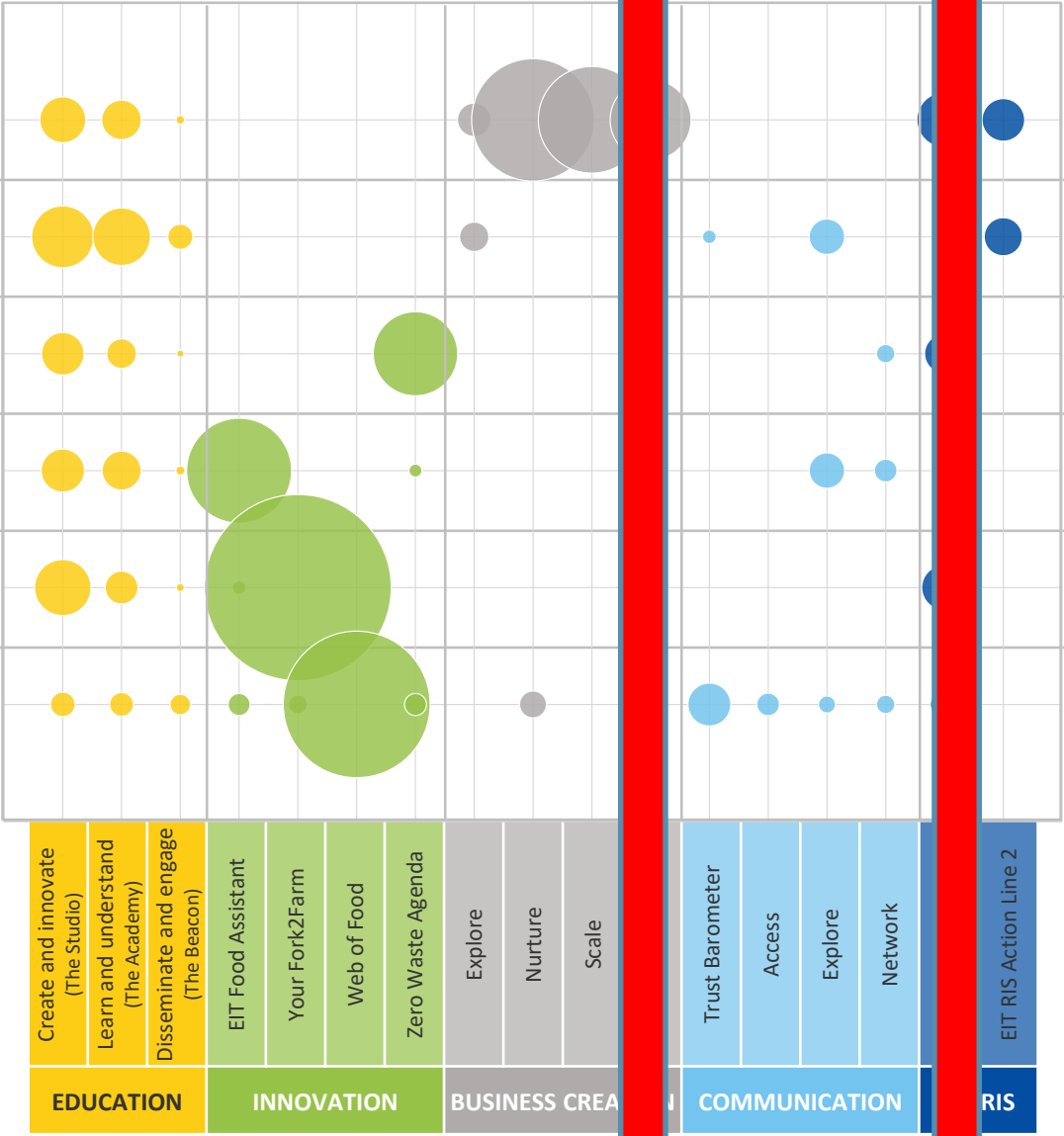
**SO5** - Educate to engage, innovate and advance

**SO4** - Enhance sustainability through resource stewardship

**SO3** - Build a consumer-centric connected food system

**SO2** - Create consumer valued food for healthier nutrition

**SO1** - Overcome low consumer trust



# We are calling for activities that

## Access

- Significantly impact information availability and accessibility
- (partly) Make use of / bring content to MyFoodPortal

## Explore

- Strengthen co-creation, societal impact
- Strengthen our professional stakeholder network
- Create a 'one stop shop' for media and policy makers

## Network

- Facilitate experiencing new products, services and technologies in interactive formats
  - EIT Food showrooms, travelling exhibition, school initiatives, social awareness campaigns.



## Goals for 2018

### Education projects

Maarten van der Kamp  
Education Director EIT Food



# EIT Food Education Programmes



## Educate to engage, innovate and advance:

- Develop a capable HR pool for the sector by providing 'food system' skills for students, entrepreneurs and (SME) professionals through advanced training programmes
- Engage citizens / consumers via popular science educational programmes



**Food System M.Sc. Programme**  
**Global Food Venture Programme**  
**Professional Development**



**Food Solutions**  
**Summer Schools**  
**SME Workshops**



**MOOCs**

# From programmes to portfolio





## We are calling for activities that

### The Academy

- Develop the portfolio of SPOCs, driven by industry need
- Develop Professional Development Courses (certificate-based)

### The Studio

- Strengthen the Food Solutions offerings
- Create innovative (themed) Summer Schools
- Expand the SME workshops

### The Beacon

- Develop the portfolio of MOOCs in response to consumer and citizen demand, using innovative modes of learning



13:30 – 14:15

Buffet Lunch

But first, time for the group pic!

14:15 – 15:15

Open training on introducing call 2019 proposals in Intranet Plaza

14:15 – 18:00

Innovation Marketplace

Call helpdesk

16:30 – 18:00

Inauguration EIT Food *all welcome*

18:00 – 19:00

Reception

19:00 – 22:00

Dinner





# Inauguration EIT Food



Reading I 21-22 February 2018





# Official Inauguration EIT Food

Margaret Bath  
CEO EIT Food



European Institute of  
Innovation & Technology

## The European Institute of Innovation and Technology

Manuel Irun Molina  
Programme Officer - Innovation Communities Unit  
EIT



EIT\_Food #IM18



# Building a Food System based on the Principles of Integrity

**Professor Chris Elliott, OBE**

Pro-Vice Chancellor, Faculty of Medicine, Health and Life Sciences

Founder, The Institute for Global Food Security

Queen's University, Belfast



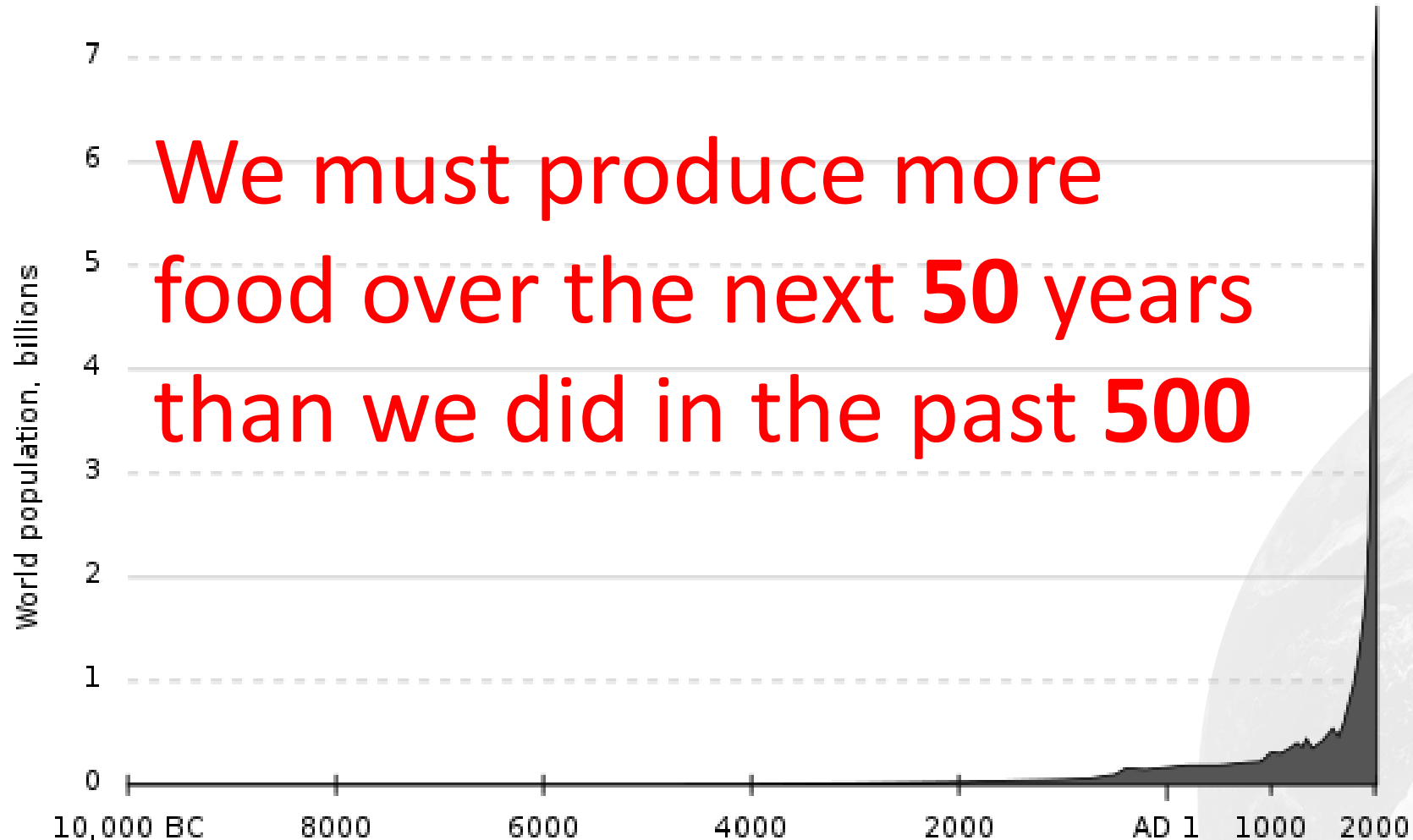
EIT\_Food #IM18



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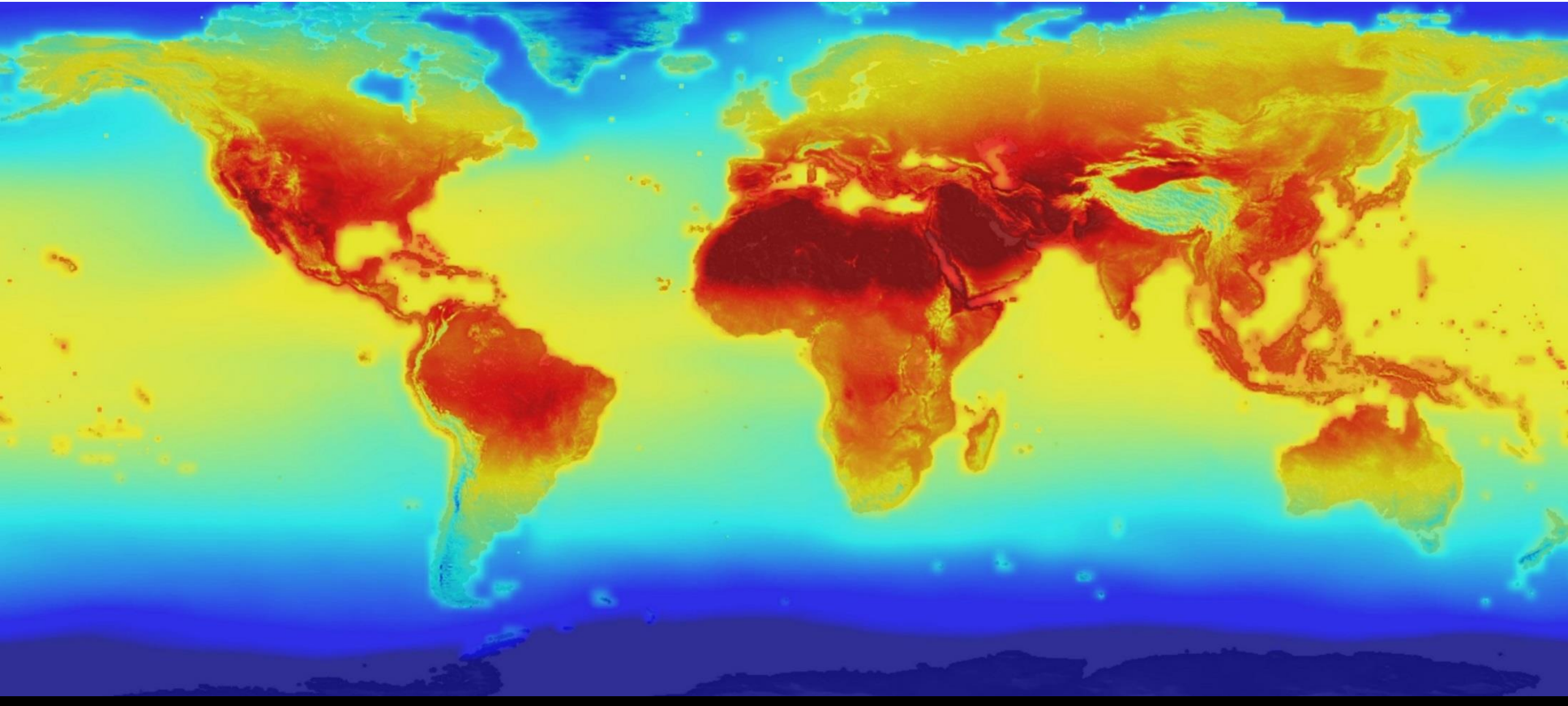




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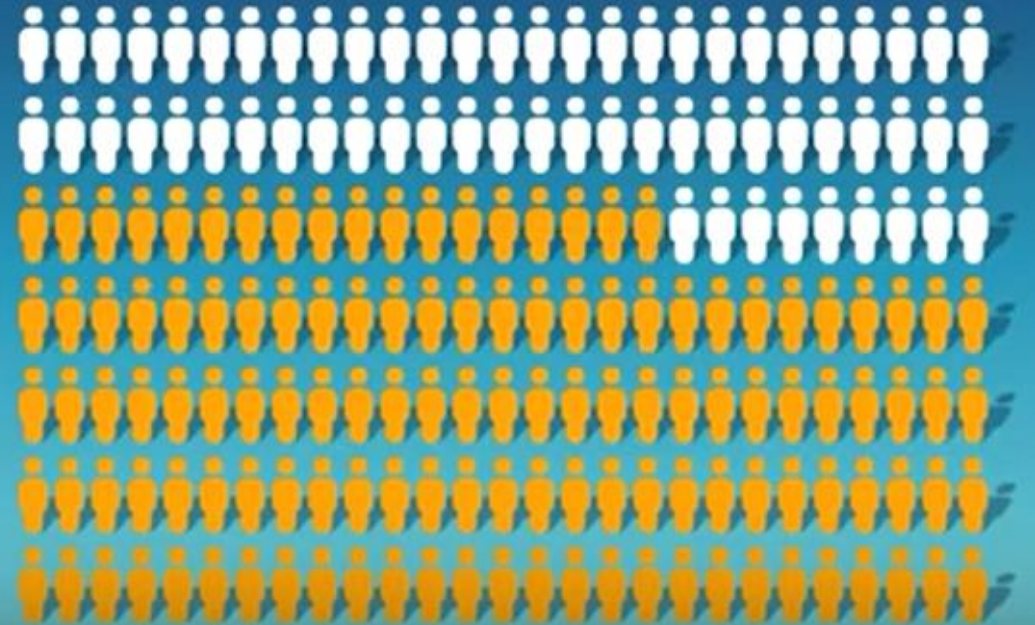
Currently, **one third** of the world population lives in countries where there isn't enough water or its quality has been compromised.

NOW



But by 2025 it is expected to rise to **two-thirds**

2025





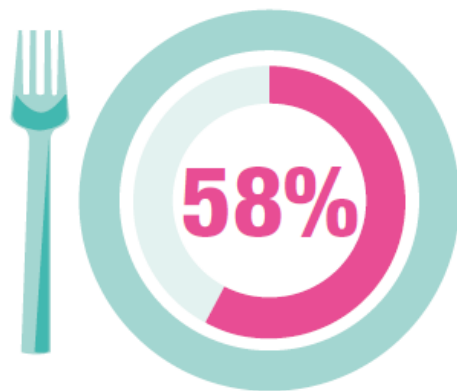


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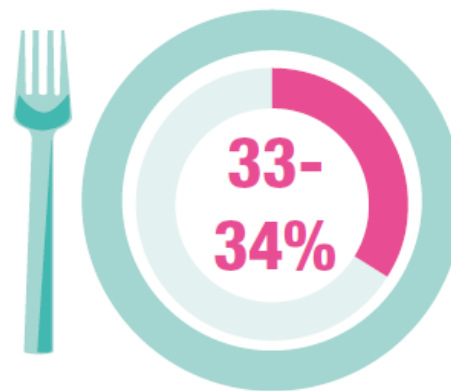
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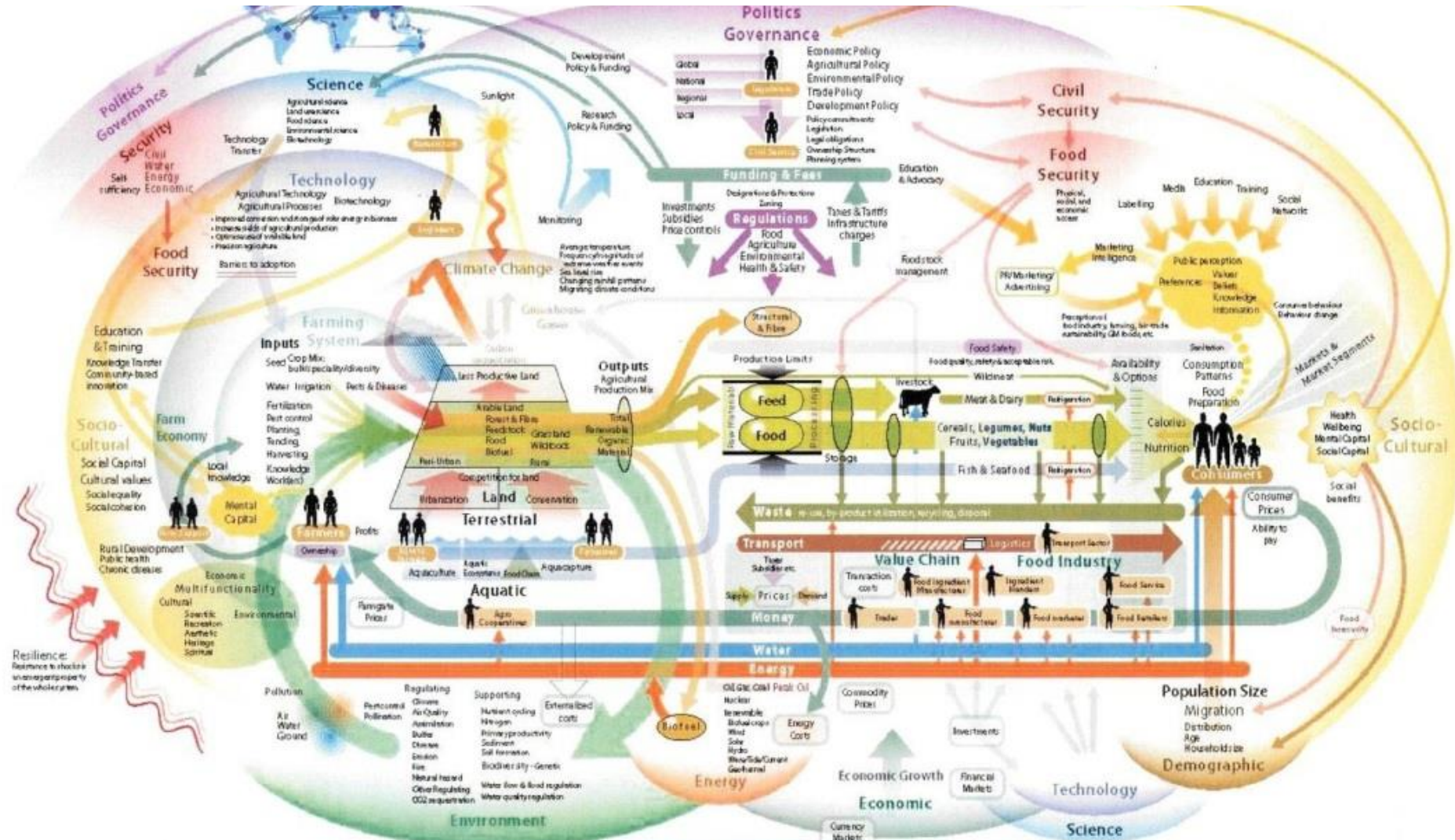
**BRITISH  
SOCIAL  
ATTITUDES**



**Trust  
farmers**



**Trust  
supermarkets,  
manufacturers  
& government**





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**Food security:** when all people, at all times, have physical, social and economic access to sufficient, safe & nutritious **food** that meets their dietary needs and **food** preferences for an active and healthy life.





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**Food integrity:** when all people, at all times, have access to **food** which is safe, authentic and nutritious. The systems used to produce the **food** are sustainable, ethical, respect the environment and protect the human rights of all workers.





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## **The 6 Principles of Food Integrity**

- 1.The food we produce is safe**
- 2.The food we produce is authentic**
- 3.The food we produce is nutritious**
- 4.The systems used to produce our food are sustainable**
- 5.Our food is produced to the highest ethical standards**
- 6.We respect the environment and all those who work in our food industry**





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## The food we produce is safe





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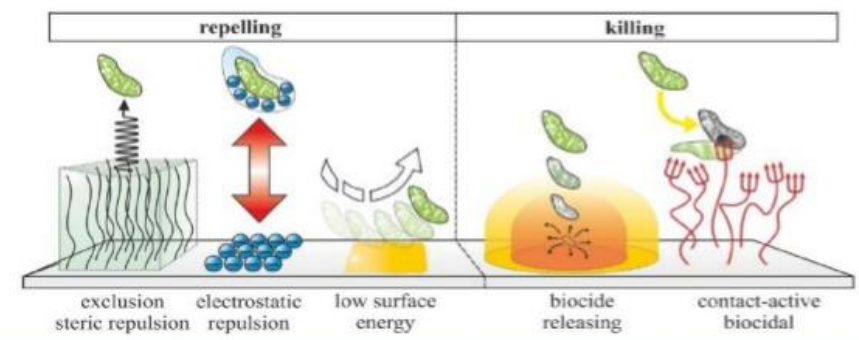
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### Antimicrobial packaging

- ❑ Integration of antimicrobials agents into packaging materials
- ❑ To kill or to inhibit the pathogenic and spoilage microorganism





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## The food we produce is authentic



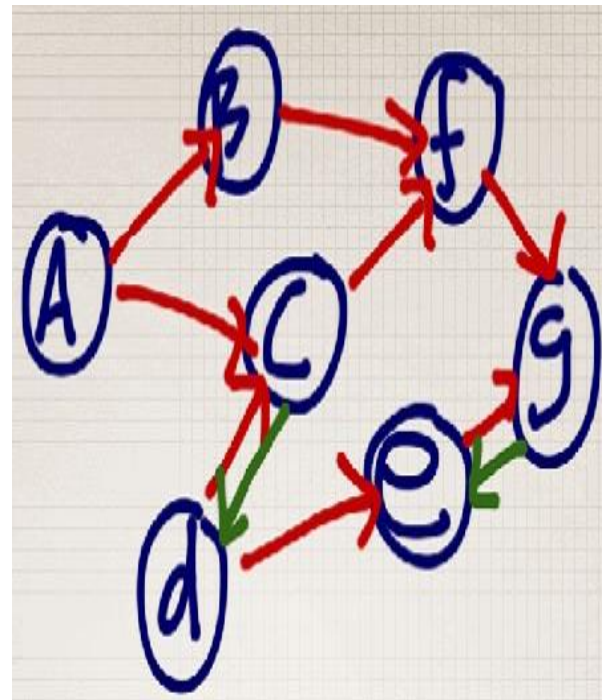




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The food we produce is nutritious

$$1 + 2 + 2 = 5$$





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# The systems used to produce our food are sustainable





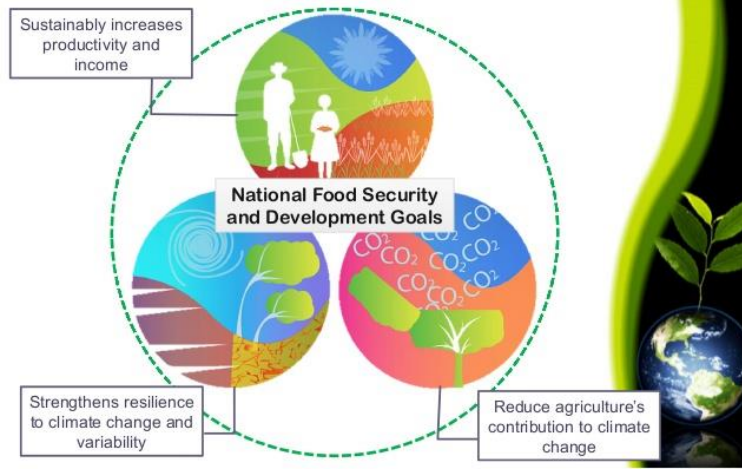
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### What is CSA?



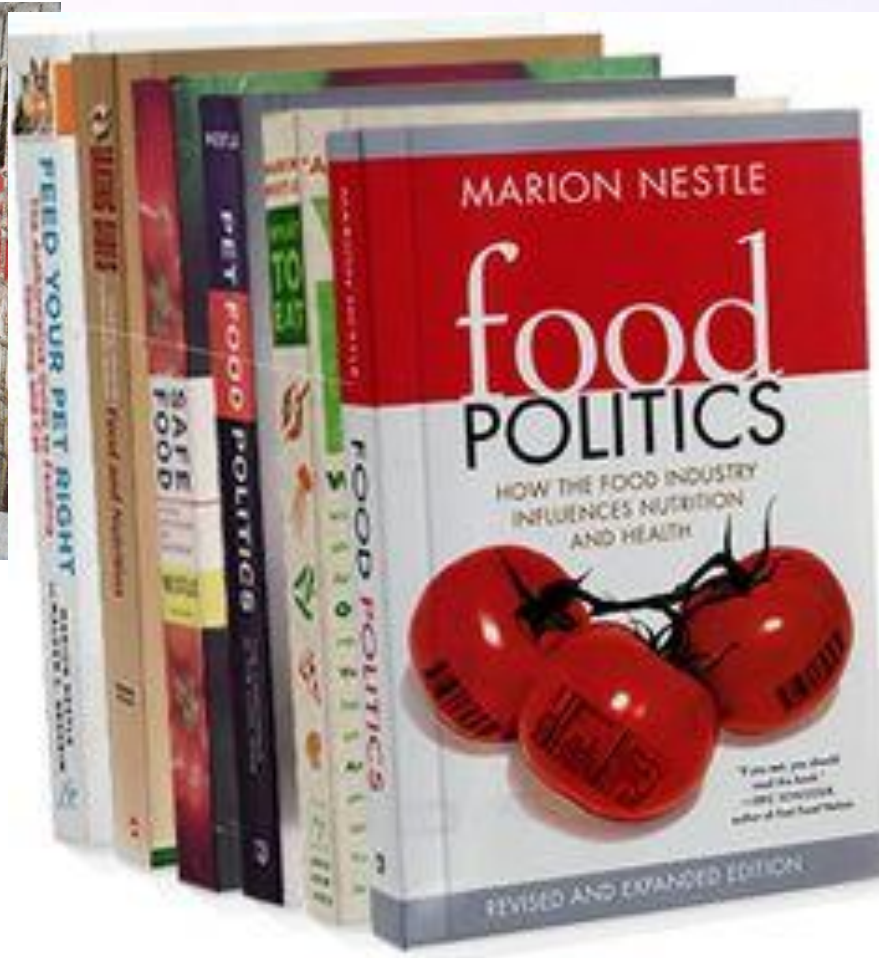


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**Our food is produced to the highest ethical standards**

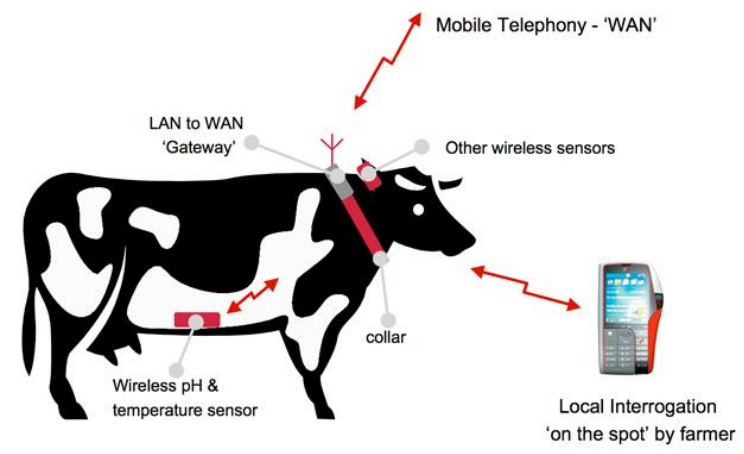
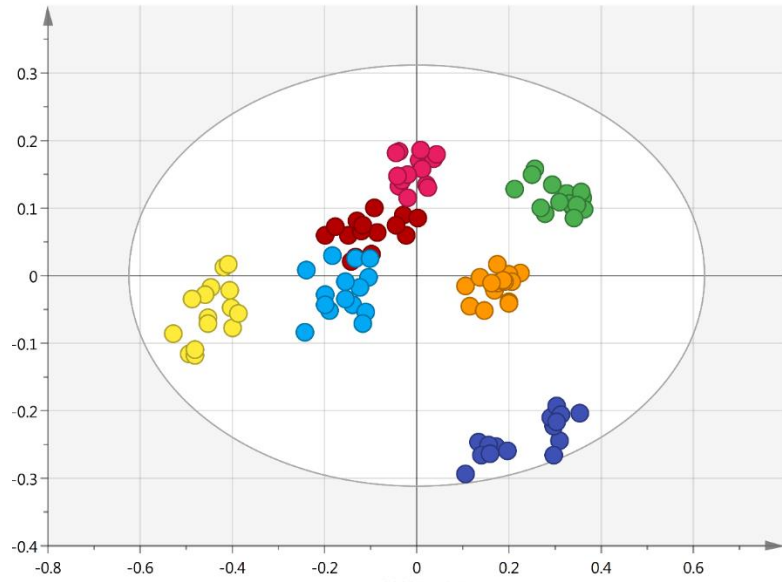




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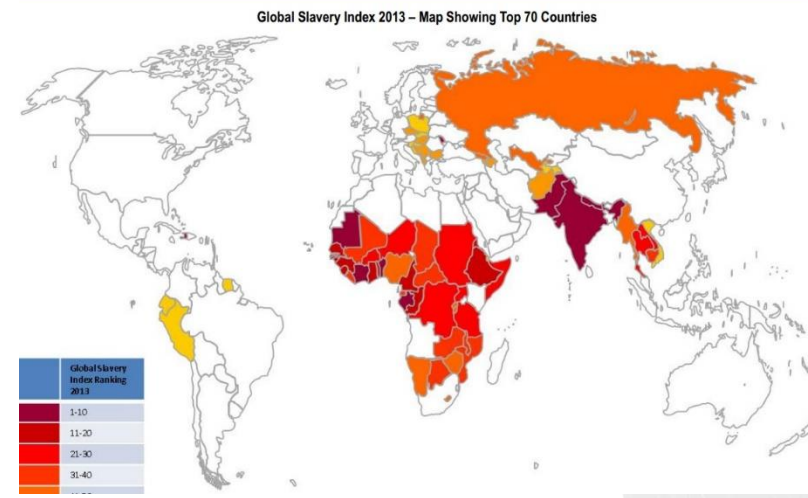
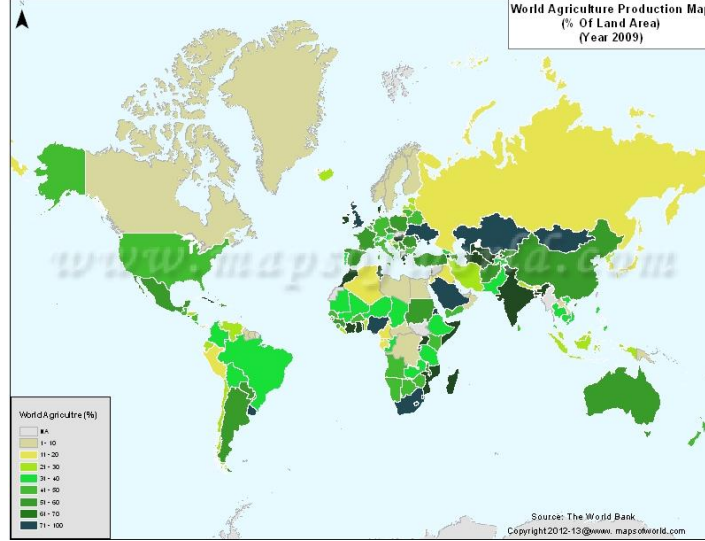


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**We respect the environment and all those who work in our food industry**



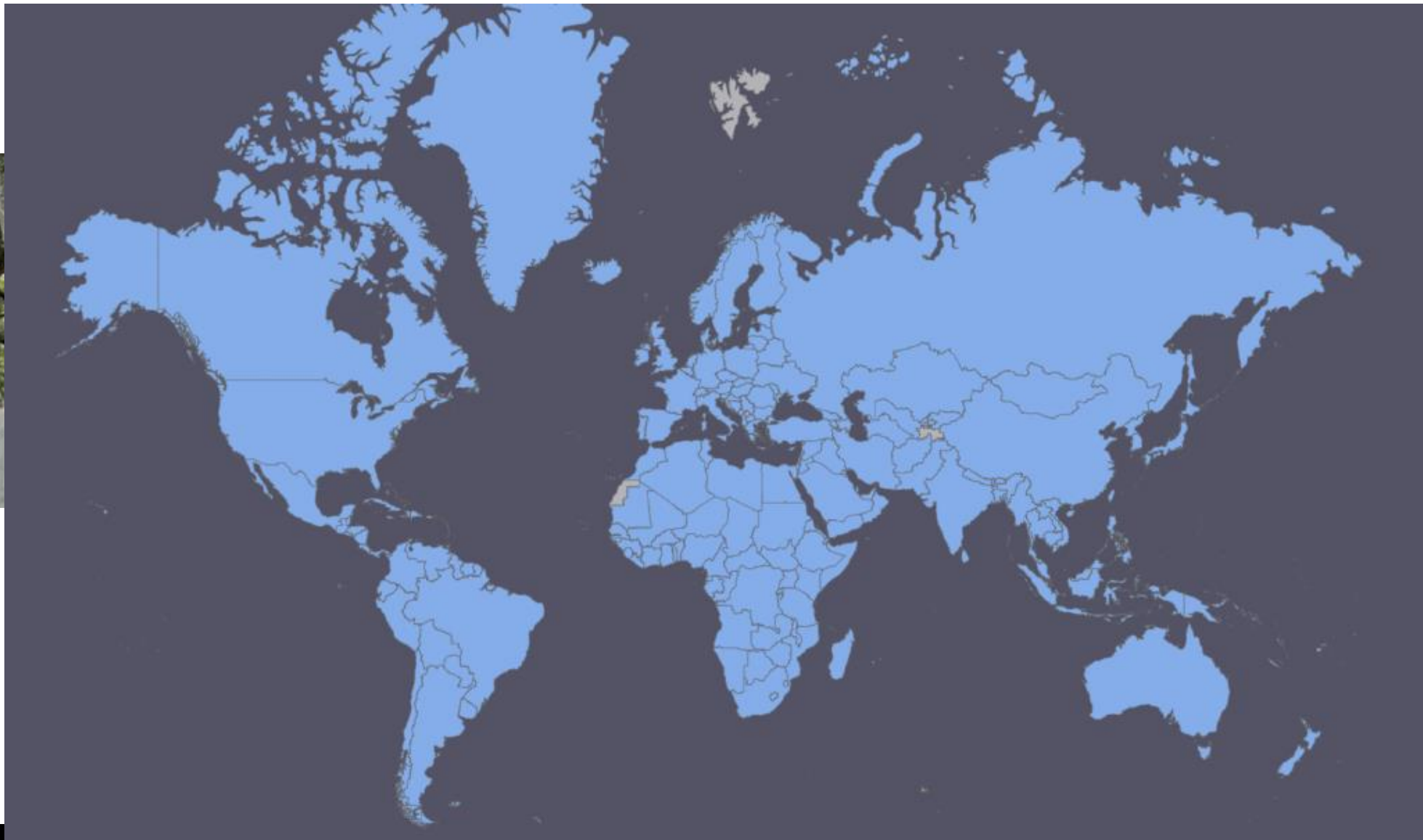




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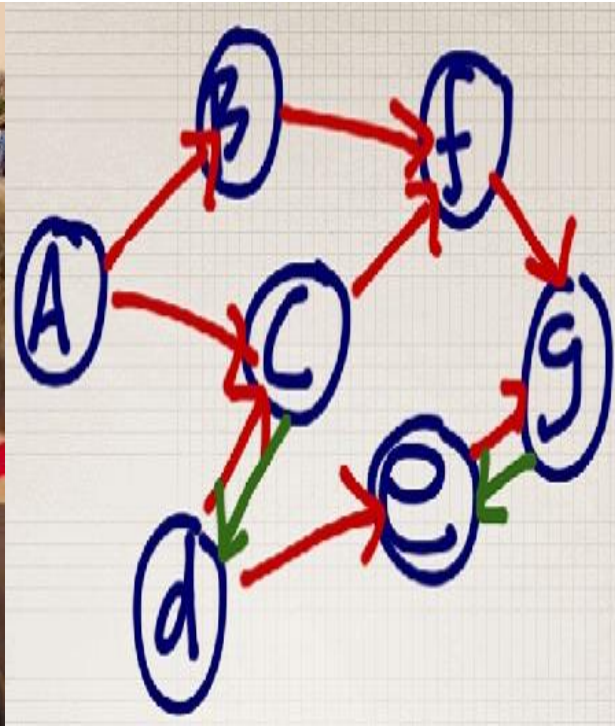




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- QUESTION -



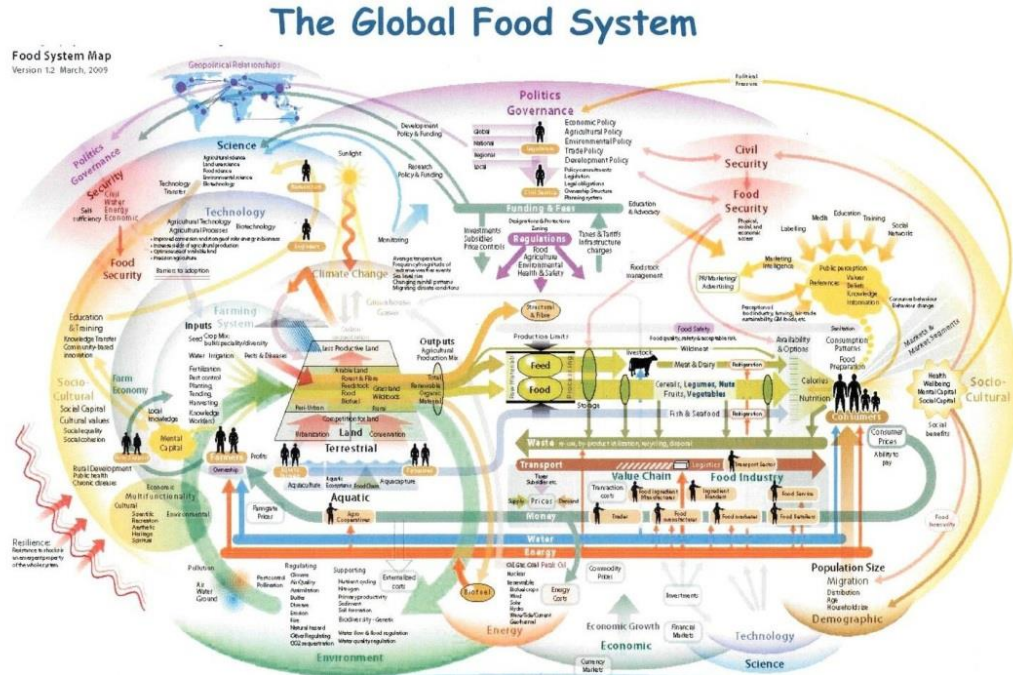
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# Building a European food system based on integrity

Food System Map  
Version 12 March, 2009

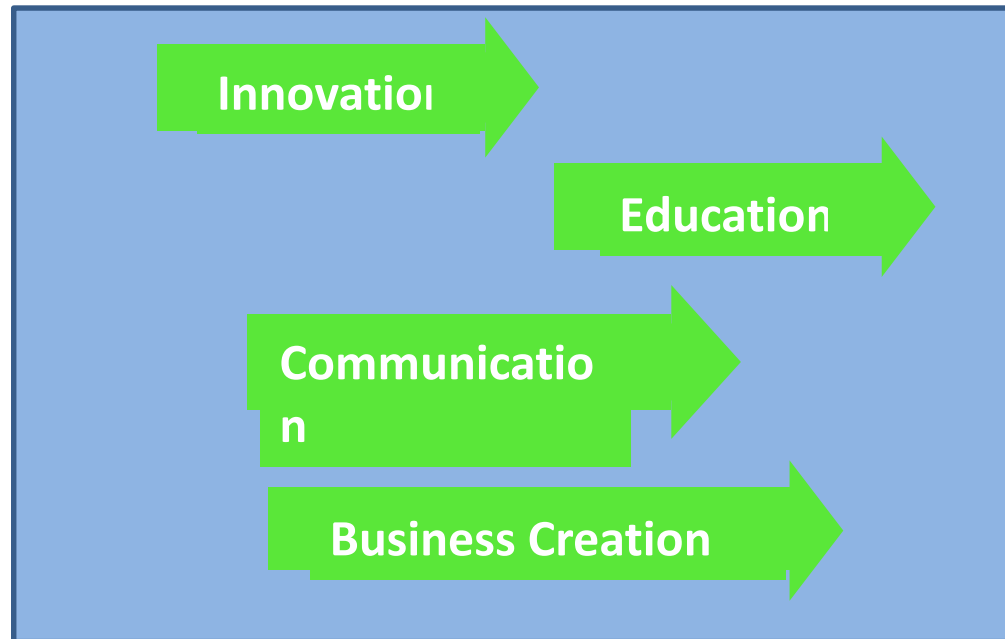




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**OUR  
FOOD  
IS OUR  
FUTURE**

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**ASSET 2018**



**BELFAST  
SUMMIT ON  
GLOBAL FOOD  
INTEGRITY**

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**WATERFRONT HALL 29TH—31ST MAY**

# Innovation in the food business in the UK

Jayne Brookman  
Head KTN (UK knowledge transfer network) Agri-food

# EIT Food Inauguration

## Food System Innovation - a view UK, Eire and Iceland

Jayne Brookman

Head of AgriFood, KTN



# Eire AgriFood

8.4% Total employment (2015)

7.6% GVA (2014)

€11.15bn exports (2016)

Dairy Products/Ingredients

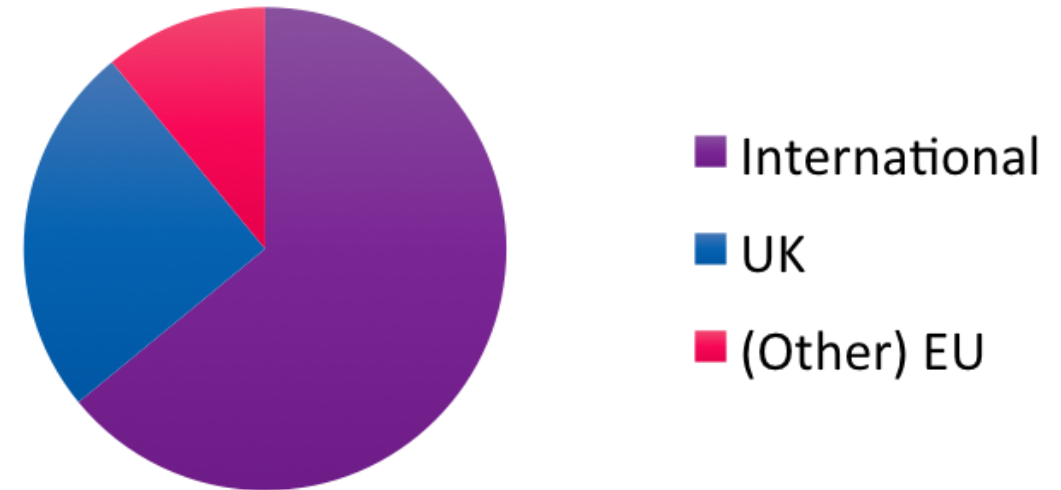
Beef

Prepared Meals

Beverages

**Source: [www.bordbia.ie](http://www.bordbia.ie)**

## Export Destination





# Iceland AgriFood

*Employment*- 4% manufacturing plus 2% fish processing  
4.2% agriculture, fishery and aquaculture

47.4% manufacturing output in 2014 (€4.3bn)

Fisheries (cod) and Aquaculture (salmon, char, trout)

Lamb

Dairy – Skyr

Protected crops (using geothermal energy)

*Source: Iceland in Figures, 2016*



# Food and Drink Manufacturing UK



**fdf** food & drink federation  
passionate about food & drink

**OUR INDUSTRY IN PICTURES**

In 2016, total food & drink export figures were worth more than **£20bn**

Our top three export markets are **Ireland, USA & France**

Grow exports of branded food and non-alcoholic drink by a third... **FDF export ambition** ...reaching **£6bn** by 2020

The UK food & drink manufacturing sector employs more than **117,000** EU workers almost **1/3** of our workforce

The UK is Ireland's largest trading partner for food and drink. **41%** of its food & drink exports go to the UK (€4.4bn)

Food & drink contributes **£28.8bn** to the economy

The food supply chain employs almost **4 million** people & generates over **£112 billion** of value for the economy each year



Our industry employs over **400,000** people

Soft drink companies have reduced sugars & calories from their products by **18%** since 2012

With the support of industry, the UK Government has set up the most ambitious sugars reduction programme anywhere in the world to help lower sugar in the national diet

The food & drink industry is the biggest manufacturing sector in the country... **...larger than automotive & aerospace combined**

We will need **140,000** new recruits by 2024 to feed an expected population of 70m people & meet market demands

Our industry has a turnover of **£97.3bn** accounting for **19%** of total UK manufacturing

# UK Food Manufacturing

6600 SMEs – 96% businesses, 27% employment, 19% t/o

Large national businesses, branded and private label

Multinational including R&D centres



Department for  
Business, Energy  
& Industrial Strategy



**Innovate UK**



**Innovate UK**  
Knowledge Transfer Network

[www.ktn-uk.org](http://www.ktn-uk.org)

@KTNUK

## Innovate UK

The UK's innovation agency  
An NDPB funded by BEIS

## KTN

The UK's innovation network  
Supported by Innovate UK



@BrookmanJayne

# Food Sector Group: INDUSTRY-LED proposal: benefits for society & the UK economy



**RESPONSIBLE, GREAT TASTING PRODUCTS**  
Enabling energy density reduction across portfolios by 2020.  
Maintaining consumer enjoyment in line with nutritional guidelines

Food materials science and processing  
Gut microbiome: how to influence effect on long-term energy balance  
Consumer behavioral psychology  
Preservation without sugar/salt and processes for safety by design



**SIDE-STREAM VALORISATION**  
Valorisation of UK agricultural & food processing side-streams as high-value nutritious food ingredients  
Reduce waste in supply chain & help address trade deficit in food

Bioconversion for sustainable, low calorie, affordable ingredients and high-value functional ingredients at lower cost  
New processes for new sources of staples especially sustainable protein  
Understanding and developing the waste valorisation ecosystem



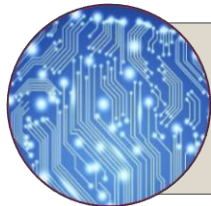
**SUSTAINABLE NEW MATERIALS AND PROTEIN**  
Affordable, nutritionally balanced, consumer-preferred products based on sustainable sources of new materials and protein

New & existing sources of protein; breeding for boosted protein levels  
Exploiting under-used crops suited to UK agronomy  
Understanding and predicting satiety levers  
Product structure design for targeted nutrient delivery



**FLEXIBLE AND SCALABLE MANUFACTURING**  
Solutions to support premium and personalized nutrition  
Benefits including healthy ageing

Flexible technologies for decreased downtime & local manufacture  
Right first time manufacture and fast prototyping  
Minimal processing to reduce energy, water and waste  
Integration of packaging with food manufacturing processes



**DIGITAL MANUFACTURING**  
Maximize labour and resource productivity

Internet of Things to connect machines and supply chains  
Advanced robotics including safe human-robot interactions  
AI to optimise food processes and supply chain control  
Novel sensors to monitor and control food systems

# Knowledge Transfer Network

## Agri-Food UK Landscape tool

### Agri-Food UK Landscape

#### Overview



Navigating the UK landscape of:

- Funders
- Research providers
- Support agencies
- Innovation centres
- Innovation networks
- Key organisations
- Underpinning organisations

[www.af.ktnlandscapes.com](http://www.af.ktnlandscapes.com)

# Further support KTN Agri-Food team

## Our People



**Bryan Hanley**  
Specialist, AgriFood

Agri-food Chemistry



**Callum Harvey**  
Knowledge Transfer Manager,  
AgriFood

Agri-food



**Chris Danks**  
Knowledge Transfer Manager,  
AgriFood

Agri-food Biotechnology



**David Telford**  
Knowledge Transfer Manager,  
AgriFood

Agri-food



**Jayne Brookman**  
Head of Agri-Food

Agri-food



**Liliya Serazetdinova**  
Knowledge Transfer Manager,  
AgriFood

Agri-food



**Serena Broadway**  
Knowledge Transfer Manager,  
AgriFood

Agri-food



**Simon Baty**  
Knowledge Transfer Manager,  
AgriFood

Agri-food Biotechnology

[Jayne.brookman@ktn-uk.org](mailto:Jayne.brookman@ktn-uk.org)

Tel: 07957 543753



18:00 Reception  
19:00 Dinner



# Agenda

## Thursday 22nd February

Royal Berkshire Conference Centre, Madejski Stadium, Reading, Berkshire, RG2 0FL

		08.30 – 09.30	■ RisingFoodStars PARTNER ASSEMBLY
09.30 – 12.30	■ <b>Innovation marketplace</b> (including call helpdesk)	09.30 – 11.30	■ General PARTNER ASSEMBLY
12.30 – 13.30	■ <b>Buffet lunch</b>		
13.30 – 18.00	■ <b>Innovation marketplace</b> (including call helpdesk)	13.30 – 14.30	■ Training on call for proposals 2019 in Intranet EIT Food plaza
		16:00	■ <b>Official closure</b>

EIT Food Contact [jente.schoutens@eitfood.eu](mailto:jente.schoutens@eitfood.eu) - +32 484 72 48 14

**Key for venues:** ■ Directors Lounge | ■ Windsor Lounge | ■ Princess Suite | ■ 1851 and Kennet



Richard Allison  
Performance Nutritionist  
Arsenal



# THE NUTRITION OF AN ELITE FOOTBALL PLAYER





# Fueling the Elite Footballer

Richard Allison  
Performance Nutritionist Arsenal F.C.



@Sport\_Dietitan

# History of Sports Nutrition



# Demands of football





# Match



9.7km

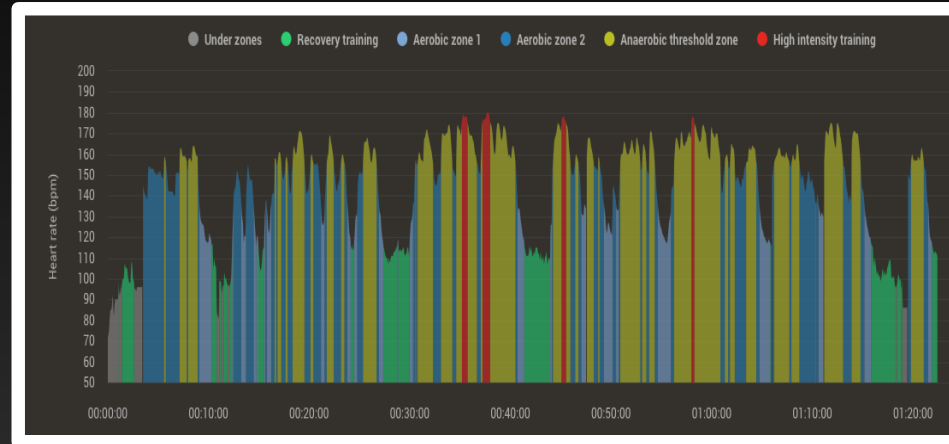
633m HSR



>11km

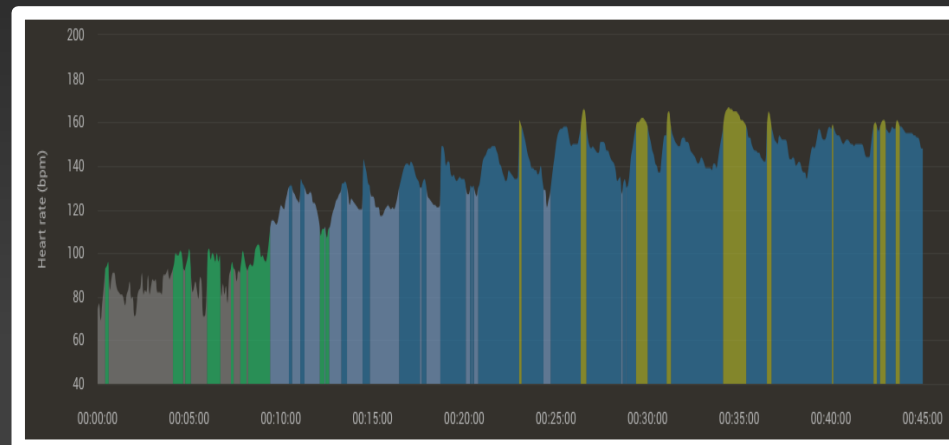
1000m  
HSR

# Training



82 min

970kcal



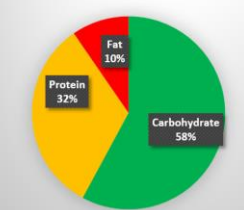

45 min

349kcal




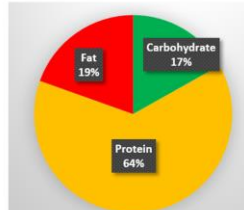

# Periodisation

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	13	14	15	16	17	18	19
Breakfast							
Morning	OFF	Training 10:00	Training 10:00		Training 10:00	Training 10:00	Match (H)
Lunch							
Afternoon				Match (A)			
Evening meal							





High Carb Meal



Low Carb Meal



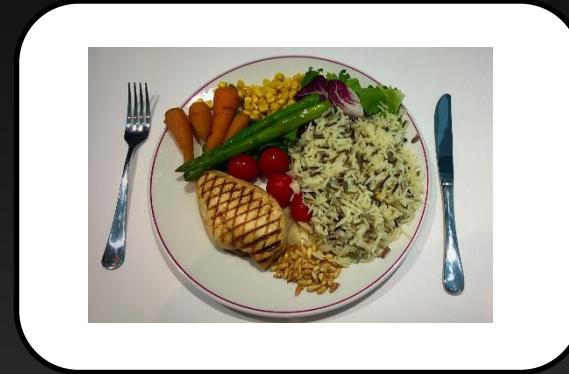


# Match Day



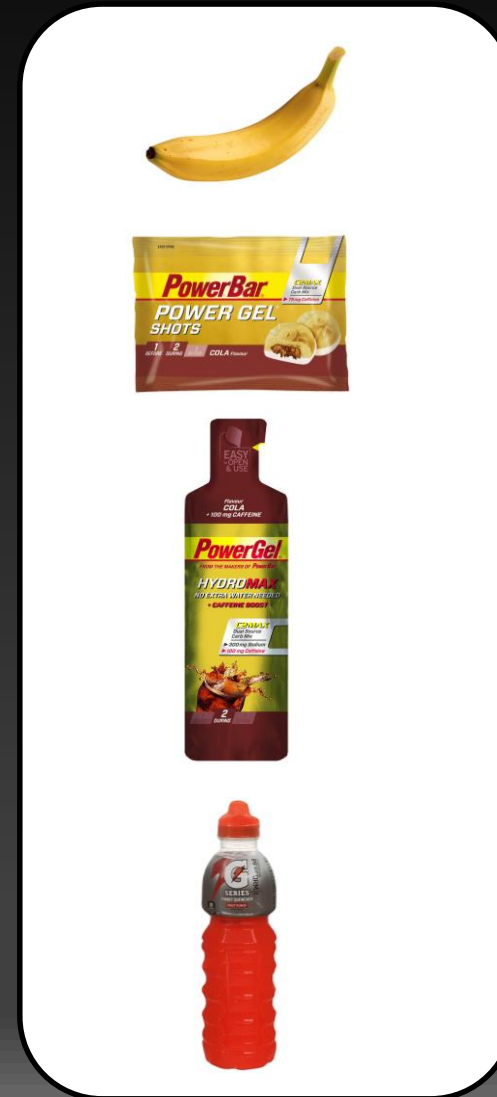


# Pre-match





# Half time



# Post match



30 mins



60 - 90 mins

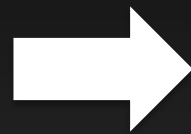


# Match schedule/travel





# Hydration



## G<sup>x</sup> PLATFORM COMPONENTS



### HYDRATION PROFILE

Profile Captures  
Athlete's Unique Physiology



### PODS

A Range of Flavors  
and Formulas



### BOTTLE & ID RING

Customized for  
Each Athlete on Team



### STATION

Fluid Balance Tracking  
and Digital Scale

# Difference between players

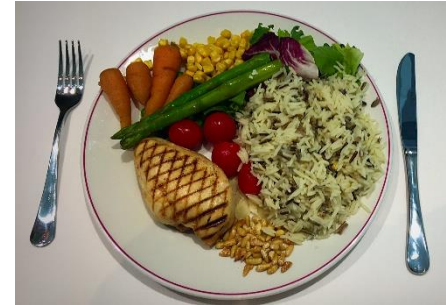


Total Mass (kg)	Tissue %Fat	Lean Mass (kg)	Fat Mass (kg)
81.6	11.40%	69.7	8.9
83	4.60%	76.2	3.7

# Supplements



VS.



- Convenient and Appealing
- Evidence
- Excess
- **WADA (Safety and Contamination)**





# Different Player's Diets



- B12
- Iron
- Protein
- Energy intake
- Stigma?



# Injury





# Illness



- Zinc
- Vitamin C
- Carbohydrate
- Hand hygiene

# Can nutrition improve performance?





Thank you



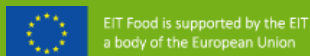


# EIT Food Innovation Marketplace Thursday 22 February

## Welcome



Reading | 21-22 February 2018



EIT Food is supported by the EIT  
a body of the European Union



EIT\_Food #IM18

# Agenda

## Thursday 22nd February

Royal Berkshire Conference Centre, Madejski Stadium, Reading, Berkshire, RG2 0FL

		08.30 – 09.30	■ RisingFoodStars PARTNER ASSEMBLY
09.30 – 12.30	■ <b>Innovation marketplace</b> (including call helpdesk)	09.30 – 11.30	■ General PARTNER ASSEMBLY
12.30 – 13.30	■ <b>Buffet lunch</b>		
13.30 – 18.00	■ <b>Innovation marketplace</b> (including call helpdesk)	13.30 – 14.30	■ Training on call for proposals 2019 in Intranet EIT Food plaza
		16:00	■ <b>Official closure</b>

EIT Food Contact [jente.schoutens@eitfood.eu](mailto:jente.schoutens@eitfood.eu) - +32 484 72 48 14

**Key for venues:** ■ Directors Lounge | ■ Windsor Lounge | ■ Princess Suite | ■ 1851 and Kennet

# EIT Food Partner Assembly

Peter van Bladeren  
Chairperson of Supervisory Board EIT Food

Reading I 22 February 2018





# Agenda

## *For information*

1. Opening of meeting
2. Update by the Chairperson
3. Legal readiness (FPA, SGA, Accession Forms, Internal Grant Agreement)
4. Transfer of the registered office of the Association
5. Potential new partners
6. Update on waivers and up- or downgrades of partnership status
7. EIT FPA and the model EIT SGA
8. Gender diversity

## *For decision – voting*

9. Amendment to the Business Plan 2018
10. Annual budget 2018
11. Waiver partnership fees

## *For information*

12. Closure of the meeting



# 1. Opening of meeting

By Peter van Bladeren, Chairperson of Supervisory Board EIT Food



## 2. Update by the chairperson

By Peter van Bladeren, Chairperson of Supervisory Board EIT Food

- Appointment of CEO
- EIT Grant



## 3. Legal readiness

Information on:

- Framework Partnership Agreement
- Specific Grant Agreement
- Accession Forms
- Internal Grant Agreement



## 4. Transfer of registered office

- EIT Food is located at I&I Building, Leuven, Belgium
- There are several reasons for EIT Food to move to new location
- New location is Philips site, Leuven, Belgium
- Benefits of new location:
  - More possibilities for growth
  - Better look and feel
  - More comfort and better services
- Amended Statutes will include new headquarters
- Move-in is planned for October 2018



## 5. Potential new partners

- EIT Food wants to grow and expand its community
- Potential partners will be explored
- Admission criteria are clearly mentioned in Statutes:
  - Industrial, service, higher education or research
  - Incorporated in EU member state or associated country
  - Be active in or for the food sector (supporting EIT Food aim)
  - Act in the CLC
  - Ability to adhere to overall EIT Food objectives
  - Complementarity and excellence
- Contribution to EIT Food Strategic Objectives is crucial
- Potential partners need to submit membership request via the CLC
- Supervisory Board decides on new partners



## 6. Update on waivers and partnership status

- Annual process for waiver requests was closed on 15 January
- Membership fees 2018 should be paid soon
- Some requests for waivers (see point 11)



## 7. EIT FPA and model SGA

- Framework Partnership Agreement signed by EIT Food
- Specific Grant Agreement (including BP 2018) expected soon





## 8. Gender diversity

- Gender Action Plan 2017-2018 of EIT Food
- Gender equality and non-discrimination are key
- Three priority areas:
  - EIT Food management structure (SB and MB) and staff (recruitment)
  - EIT Food activities and processes (Activity Leaders, educational programmes, entrepreneurship, etc.)
  - Gender equality mainstreaming and communication



## 8. Gender diversity (ctn.)

- Objectives (and indicators):
  1. Strive for gender balance in management board and supervisory board when renewing the positions to reach at least 30% representation of the under-represented gender
  2. Equal treatment within the organisation
  3. Strive for gender balance, in order to reach the target of at least 40% of the under-represented gender in evaluation panels
  4. Foster gender balance, in order to reach the target of at least 40% of the under-represented gender among activity leaders
  5. Encourage girls and women in enrolling in food science studies and foster women participation in online courses and master programmes
  6. Increase the number of start-ups, with women at management positions, that are supported or created by EIT Food
  7. Strive for gender balance representation in the consumers involved in communication activities (Citizen participation forum, Trust barometer, etc.)



## 9. Amendment of Business Plan 2018

- Modifications are result of EIT decision on EIT Grant (after November Hearing)
- EIT Grant (KAVA) 2018 = 26,7 million euro (<-> requested = 34 million euro)
- Most activities secured
- Strategic Recommendations from EIT:
  - Include clear strategic objectives and well-defined and measurable framework
  - Develop cross-KIC activities
  - Finalise financial sustainability strategy
  - Refine partnership growth strategy to increase impact
  - Enhance coordination with other EU food programmes

## 9. Amendment of Business Plan 2018

- Approve amendment to the Business Plan 2018 (Art. 11.3.1.9 of Statutes)



## 10. Annual budget 2018

- 2017: final SUGA report in preparation + ongoing audit
- 2018 budget = 128 million euro

(Figures in K €)

### BUDGET 2018

TOTAL	KAVA	KCA
127 798	39 151 31%	88 647 69%

TOTAL	EIT FUNDING	CO-FUNDING	KCA
127 798	26 772 21%	12 380 10%	88 647 69%

# 10. Annual budget 2018

(Figures in K €)

<b>INCOME 2018</b>	<b>TOTAL</b>	<b>EIT FUNDING</b>	<b>CO-FUNDING</b>
	<b>39 151</b>	<b>26 772</b> 68%	<b>12 380</b> 32%

<b>Co-Funding</b>	<b>12 380</b>
Partnership fees	3 703 30%
Local / Regional	825 7%
From partners	7 851 63%

**EIT Funding**

**26 772**



# 10. Annual budget 2018

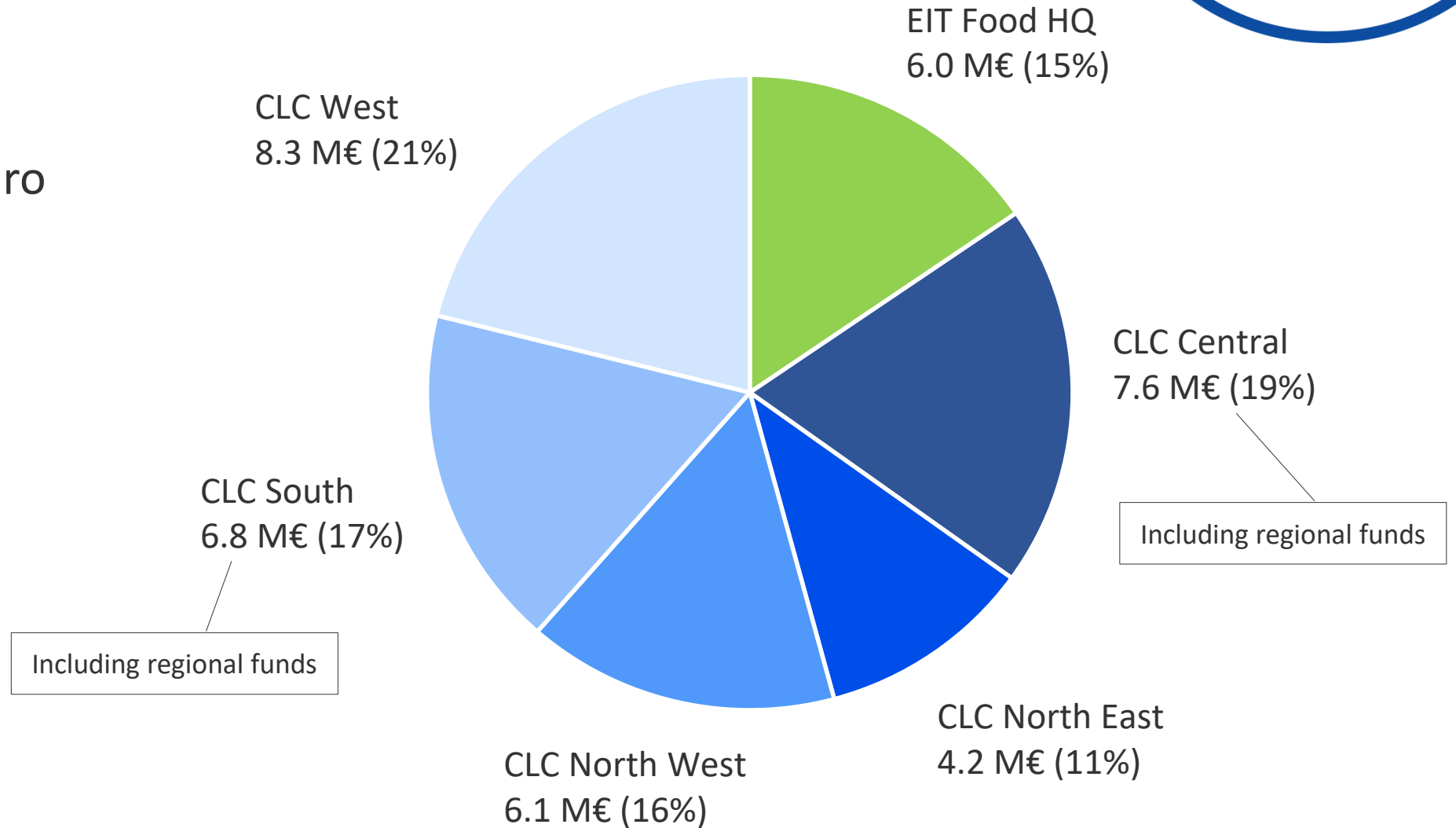
(Figures in K €)

BUDGET 2018	TOTAL	EIT FUNDING	CO-FUNDING	KCA
<b>TOTAL</b>	<b>127 798</b>	<b>26 772</b>	<b>12 380</b>	<b>88 647</b>
<b>Activities</b>	<b>122 176</b> 96%	<b>24 664</b> 92%	<b>8 864</b> 72%	<b>88 647</b> 100%
Innovation	69 037 54%	11 200 42%	5 209 42%	52 628 59%
Education	21 701 17%	5 454 20%	423 3%	15 824 18%
Business Creation	20 238 16%	3 687 14%	2 851 23%	13 700 15%
Communication	9 259 7%	3 090 12%	382 3%	5 787 7%
RIS	1 941 2%	1 234 5%		707 1%
<b>CLC</b>	<b>3 186</b> 2%	<b>1 471</b> 5%	<b>1 715</b> 14%	
<b>Central KIC</b>	<b>2 280</b> 2%	<b>479</b> 2%	<b>1 800</b> 15%	
<b>Cross KIC activities</b>	<b>157</b> 0%	<b>157</b> 1%		



# 10. Annual budget 2018

Total KAVA budget  
= 39,151 million euro





## 10. Annual budget 2018

- Successful start-up year SUGA
- Also Early Birds for 850.000 euro
- Important EIT Grant (KAVA) 2018 of 26,8 million euro
- Total EIT Food investment equal to 128 million euro
- Strong partner commitment and engagement worth 11,5 million euro (KAVA)
- Regionally balanced (among CLCs)
- Covering a wide range of activities (54% innovation)
- Overall, healthy financial situation



## 10. Annual budget 2018

- **Approve** annual budget 2018 of Association, as proposed by Supervisory Board (Art. 11.3.1.4 of the Statutes)



## 11. Waiver partnership fees

- **Approve** 2018 waiver for obligation to pay Partnership Fees to specific Core Partners upon proposal of the Supervisory Board (Art.11.3.1.3 of the Statutes)
- Waiver requests:
  - PeakBridge Partners: full waiver
  - PlantLab: partial waiver (25.000 euro fee)
  - EUFIC: full waiver
  - AIA (Associazione Italiana Allevatore): full waiver

## 12. Closure of the meeting

By Peter van Bladeren, Chair of Supervisory Board EIT Food



Thanks a lot!



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a body of the European Union

Reading I 22 February 2018



12:30 - 13:30

Lunch

13:30 – 14:30

Open training on introducing  
call 2019 proposals in Intranet Plaza

13:30 – 18:00

Innovation Marketplace  
Call helpdesk

16:00 – 16:15

Official Closure by Margaret Bath





# Official Closure

Margaret Bath  
CEO EIT Food

# 23 Feb Meeting facilities at University of Reading



**WHITEKNIGHTS CAMPUS**

SAT NAV RG6 6UR | RG6 7BE FOR EARLEY GATE



**Welcome Station at Park House (n°8)**





**Innovate with us!**



**[eitfood.eu](http://eitfood.eu)**



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